

THE

THE QUARTER

Awards Issue

A MAGAZINE SECTION



FLASH BRIEFS PULSE TAKES

Leonard Buder, a city man, gets a firsthand report on political leaders in town for the New York Times nationwide survey. Story on page 7.

January, 1964

1. What trade paper do you prefer
 - a. for reporting current trade events?
 - b. for news in depth?
2. What trade paper do you have the most confidence in, as far as editorial content is concerned?



Erdos and Morgan,* a research firm, asked these questions of 4,584 radio, TV and advertising executives; seven trade papers were listed. One thousand nine hundred thirty six replies were received: 64.9% prefer *Broadcasting + Telecasting* for reporting current trade events; (runner-up, 12.2%). 51.5% prefer *B.T.* for news in depth; (runner-up, 11.7%). 62.5% have the most confidence in *B.T.* for editorial content; (runner-up, 19.5%).



* Erdos and Morgan; survey was "blind" with sponsorship undisclosed. Complete summary upon request to *Broadcasting + Telecasting*. Write

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Broadcasting + Telecasting Bldg., 1735 DeSales St. N.W.
 Washington 6, D. C.

Bylines in This Issue

JOSEPH LOFTUS, whose description of the *New York Times'* nationwide pre-election survey, "Team Technique Proves Successful in Taking Nation's Political Pulse," appears on page 7, has been a member of the Washington Bureau of the *Times* since 1944. Born in 1907, he began his newspaper career at 13 as a district reporter for the Scranton, Pa. *Tribune*. He worked as a reporter on the local staff while attending college. He received his A.B. degree from the University of Scranton in 1928 and his Master of Science degree in journalism from the Pulitzer School of Journalism at Columbia University in 1931.

The next three years were spent in Pennsylvania for *International News Service* and in 1934 he joined the *Associated Press*, later being assigned to Washington.

THE problem of finding out what's going on in government—behind the secrecy, prepared reports and window displays—is seen at a glance in the Herblock cartoon on the editorial page of this issue of *THE QUILL*.

Herbert Lawrence Block, editorial cartoonist for the *Washington Post* and *Times Herald*, was born in Chicago. After some part-time class-work at the Art Institute of Chicago and two years at Lake Forest College, Herb was editorial page cartoonist for the *Chicago Daily News* from 1929 until 1933. The next ten years he did his cartooning for *NEA Service* in Cleveland. After a stint in the Army he seated himself behind the drawing board at the *Post*, where he's done his cartooning since. Herblock cartoons are distributed to more than 160 newspapers by *Hall Syndicate* and also run occasionally in the *London Times* and the *Economist*.

HERBERT L. BLOCK

In 1950 the State Department distributed overseas more than a million copies of a booklet of cartoons, "Herblock Looks at Communism," in many languages. Herb is author of two books and has collected three Sigma Delta Chi awards for cartoons and one special award from the fraternity.

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plus Pulitzer Prizes in 1942 and 1954, the Heywood Broun Award in 1950, and the Sidney Hillman Award (for nonfiction book) in 1953.

AS head of the Department of Magazine Studies at the Medill School of Journalism at Northwestern University, **Floyd G. Arpan** is well equipped to appraise the United States Information Agency's new magazine, *America Illustrated*, in "America Tells Its Story Behind the Iron Curtain in New 'Slick' Magazine" (page 9). In recent years he has worked closely with the State Department as advisor to groups of foreign journalists traveling and studying in this country, and he has traveled widely, visiting newspaper and magazine offices in eighteen countries in Europe and South America.

Arpan is an Associate Editor of *THE QUILL* and a frequent contributor to its columns. He is also a former national officer of Sigma Delta Chi. He is chairman of the educational advisory council for the National Business Publishers and a member of the educational committees of the Associated Business Publications and the International Council of Industrial Editors.

RUSSELL LANE, who wrote the material for the Awards Section in this issue, "Frank Disaster Coverage Wins Public Relations Achievement Award," etc. (page 15), is a member of the rewrite staff of the *Chicago Bureau of the Associated Press*. He began his newspaper career after a year at Northwestern University as a reporter for the old *Chicago Herald & Examiner* in 1932. Later, after a stint as police reporter for the *Chicago City News Bureau*, he joined the *Associated*

plus Pulitzer Prizes in 1942 and 1954, the Heywood Broun Award in 1950, and the Sidney Hillman Award (for nonfiction book) in 1953.

Press at Springfield, Ill., in 1937. He served in the Army during World War II in the Pacific.

He is an Associate Editor of *THE QUILL* and a member of the Chicago Sigma Delta Chi Chapter.

AT one time the youngest sports announcer in Indiana, **William Frink**, whose article, "Few Leisure Moments for One-Man Sports Department on Radio and TV Station," appears on page 8, runs the Sports Department of Station WIMA-TV in Lima, Ohio. Bill began his career as a sports announcer at the age of 14 in Elkhart, Ind., and has been at it ever since. While in the Navy he was a member of the Armed Forces Network at WXL on Guam and did the first play-by-play basketball game in the history of the island.

He attended the Medill School of Journalism at Northwestern University, where he broadcast sports events, including Big Ten football and basketball over Station WEAW FM in Evanston. He was Sports Director of Station WSGW, in Saginaw, Mich., for two years before he came to WIMA-TV. Bill estimates he has covered more than 750 high school and college basketball games and approximately 300 football games.



FLOYD G. ARPAN



HERBERT L. BLOCK



RUSSELL LANE

From Quill Readers

Editor, The Quill:

I want to suggest to your contributor, James Lee (November issue) "Speed, Objectivity and Versatility Are Requisites for Washington Beat," the possibility that the wire service beat men he so unreservedly admires may, themselves, suffer some shortcomings as serious as those he attributes to the parties at the other end of the wire.

Sometimes we radio and TV "oracles" have a third anxiety in addition to those he has so generously noted, to wit: "individualizing" the wire copy with mispronunciations, and ascertaining that our toupees are not awry.

Sometimes we find it necessary to decipher the "crackling prose" Mr. Lee's friends produce to discover what, if anything, it all means.

It does happen.

RAY MILLER
TOM FOX

Houston, Texas

ESSO RESEARCH works wonders with oil

Oil helps create a new world of fashion



BULKY KNIT BY GRETA PLATTRY

A fine wool sweater owes much of its lovely look to a special oil developed by Esso Research. By lubricating the threads during knitting, it helps them mesh together smoothly and evenly. After knitting, the oil is easily removed. Without oils like this, the springy texture and intricate designs of today's fashionable woolens wouldn't be possible. Again **ESSO RESEARCH** works wonders with oil.



THE QUILL for January, 1957

THE QUILL

A Magazine for Journalists

Vol. XLV

Founded 1912

No. 1

Roadblock to Tyranny

READERS of the Louisville *Courier-Journal* should not be blamed if they wondered at the glaring incongruity of two headlines which appeared in adjoining columns on the same page in reports of Sigma Delta Chi's 37th annual convention. The irony of the paradox underscored by the make-up editor should be obvious to everyone connected with government in this country, as well as to those whose responsibility it is to serve the people's basic right to know. One headline pointed out that the Kremlin is spending millions of dollars in an unsuccessful attempt to keep "uncensored" news from penetrating the Iron Curtain. The adjoining headline cited "news bans" which exist in America—the capital of the free world.

It is difficult, if not impossible, to justify the logic of spending substantial sums of money abroad to give the peoples under the thumb of Moscow the truth, while at home government agencies at all levels are throwing up smoke screens to deprive our own citizens of the right to know.

The Kremlin's news blackout is not effective, despite the efforts of the Soviet and its satellites, as Abbott Washburn, deputy director of the United States Information Service, reminded his convention audience. He estimated that Russia has spent \$113,490,000 on radio-jamming stations alone, which is four times more than the cost of maintaining the "Voice of America" in the current fiscal year.

ON the same day's program at the convention some of the top working newsmen in this country took a long hard look at the roadblocks to freedom of information at home. Their report was not one which would strengthen America's cause abroad. They told of closed-door meetings, of locked-up records, of dictatorial officials who refused to talk, and of the growing practice of hand-outs. They cited a Congressional report of last year which showed that of 3,002 committee hearings in the House of Representatives, 1,231 were held behind closed doors. They emphasized that the same sort of government by secrecy prevails in state capitals and in city halls as well as in the nation's capital.

The newsmen did not confine their caustic comments to government agencies and officials. They freely admitted that part of the blame rests with the newsmen themselves when they do not stand up and fight for the news to which they—and the public—are entitled. William B.



It's a Great Performance Going On—Take My Word for It.
Herblock—Washington Post Times Herald

Arthur, managing editor of *Look* magazine warned that "reporters must dig hard to get behind the smoke screens.

MEMBERS of the panel put the finger on what may in the long run prove to be the most dangerous form of suppression of news—censorship by inertia. There is a growing tendency to accept a publicity handout as a story instead of as an assignment. Guy Easterly, publisher of the weekly *La Follette*, Tenn., *Press*, put it bluntly: "Newspapers," he said, "are the hired agent of the people to furnish all the news, not just the news that officials hand out."

The responsibility to stand up and fight for the news is not that of editors and reporters alone. It belongs to radio and television newsmen as well. If we live up to that responsibility we can be, as one member of the panel pointed out, "the strongest roadblock to tyranny."

CHARLES C. CLAYTON

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CHARLES C. CLAYTON

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TRADING STAMPS WIN BY LANDSLIDE IN REFERENDUM

***65% Of North Dakota Voters Approve Stamps In
First Official Test By The People Of Any State***

**Consumers Themselves Give The Decisive
Answer to Trading Stamp Opposition**

The stage was set more than a year ago—March 5, 1955. On that date the Legislature of North Dakota passed a tax law on trading stamps. If allowed to remain, it would have ended stamp distribution in North Dakota.

This law clearly discriminated in favor of one group of merchants over another. Furthermore, it ignored the rights of many thousands of housewives to enjoy a form of thrift continuously popular in the state for 40 years.

Consumers—the people who stood to lose the most in this battle among merchants—took a hand immediately. Within a short time the minimum 7,000 signatures required for a referendum were obtained.

Thus it happened on Election Day, November 6, that the people of North Dakota participated in the first test of its kind in the United States—one where the people themselves could declare by vote their feelings about trading stamps.

On the basis of popular vote, the approval given to stamps was an even greater landslide than the 1956 presidential election. 65% voted in favor of stamps.

This clear-cut decision shows that the opposition to trading stamps does not come from consumers. And something more...consumers every day express their preference for trading stamps and they are doing it in the appropriate place—the marketplace.



NORTH DAKOTA, Nov. 6—Voters at the polls handing down their decision on the issue over trading stamps on the state's referendum. 159,801 voted "for trading stamps"; 84,319 voted "against."



*This report is presented in the public interest by
The Sperry and Hutchinson Company...originator of the S&H Green Stamp
currently being saved by over 20 million American consumers.*

Team Technique Proves Successful In Taking Nation's Political Pulse

One lesson of this new adventure in journalism, says New York Times editor, is to emphasize that all news, political or otherwise, does not exist in abstract but springs from people's day-to-day lives.

By JOSEPH LOFTUS

WHEN four New York Times teams of reporters were setting out on a new adventure in journalism last September, the instructions from Turner Catledge, the managing editor, were to cover the political campaign in depth. "Find out what Joe Blow is thinking." Prophecy was not supposed to be the main objective. But, said Catledge, "if you find unmistakable trends, report them. Give the reader the benefit of your information."

The project had been in the planning stage for months. It was pre-tested in May and June when a four-man team spent five days each in Florida and California just before the Democratic presidential primaries in those states. The team called the results correctly.

For the general election campaign, the team was raised to five. One man was captain. He was free to roam a state at will, while the others covered assigned areas.

TWO of the *Times* regional staffers were regular team members. Six others operated more fluidly, moving from team to team to make optimum use of their regional knowledge. So, in the field there were twenty-six reporters, and two photographers. This total does not take into account the four reporters with the candidates, the occasional train and plane hopping of Scotty Reston and others, and the news and photographic operations of the Sunday Department. E. C. Daniel, Harold Faber, and John Radosta (picture editor) mothered the operation from the home office. Still another crew did a depth job on the many contests in metropolitan New York.

A five to six weeks' schedule was mapped out in advance, with filing and publication dates fixed for each story. Except for some underestimation of travel problems, the plan worked well. Only minor deviations in the schedule were necessary.

The project covered twenty-seven

states. A team was deployed in each state after due consideration of geography, the political and economic structure, and population densities.

USUALLY three days were devoted to a state—the equivalent of fifteen to eighteen man-days. (Pennsylvania took five days on the first go 'round.) At the end of each state's tour the team assembled around a board full of rare, prime steer, exchanged memos of fifteen to forty pages, distilled and blended their findings in three-hour seminars, and left it to the captain to pound out the end product. Sometimes these seminars took place on a plane or train en route to the next state on the list.

The reporters used every available means of transportation. Where a reporter had to cover more than one metropolitan area within a state he usually picked up a "Drive-It-Yourself" in one city and dropped it in another.

The assignment was an ideal one,

even for a guy with more than thirty years' worth of professional callouses. (It is always satisfying to a reporter to feel secure in the knowledge that he knows what's going on.) The hours were long but the deadline pressure was off, except for the captain's twice-a-week chore. The reporters traveling with barnstorming candidates had it much rougher. The only common complaint among the team members was directed at the airlines. They all but drove us back to the trains. Unfortunately they seem to have badly miscalculated the extent of American prosperity and are unable to cope with it.

Whom did we talk to? Everybody, figuratively. Roughly they were divided into two groups: (a) the well-informed and (b) Joe Blow. If we landed in a town cold, we generally made a bee-line for the local editor and/or political writer. Not only did we need their appraisal of the situation but they were able to supply important names, addresses, and telephone numbers around town. Everyone was cooperative and hospitable.

OOTHER informed sources were state and county chairmen, ex-county chairmen, candidates, office-holders not currently running, and so on. The former county chairman, or former mayor, for example, is often a good source. Politics is his avocation. He's aware that talking to the same three Joes at the luncheon table every day is not gauging public opinion. He has the background and experience for smelling trends.

The county chairman is more helpful than the novice reporter might think. Often he will level with you and concede that at the moment his side is trailing. He can reveal the story to an experienced reporter without actually spelling it out. And, of course, an experienced reporter knows how to discount exuberance, real or simulated.

(Turn to page 12)



Joseph Loftus, who began his newspaper career in the first year of his teens, has been a staff member of the New York Times' Washington Bureau since 1944.

Few Leisure Moments for One-Man Sports Staff On Radio and TV Station

Two television and two radio sportscasts daily, plus play-by-play broadcasts and speeches are routine for this director.

By WILLIAM FRINK

TELEPHONE the local high school coach to find out about injuries, if any, in his last football game; Write a letter, requesting player roster and three-deep lineup, for the next play-by-play broadcast;

Check with local store to find out whether the trophy arrived for the sports award banquet;

Check to make sure that all area high schools will call in their scores for your sportscast;

Call on an official to get interpretation of a rule that came up in the last game;

Make sure the tape recorder will be available for special on-the-spot recording with a coach, to be used on sports show.

These are just the "routine" items when, as a "one man sports staff" for WIMA Radio and Television in Lima, Ohio, I must organize, write, edit and air two television sports shows a day; also plan two daily radio sports shows; and usually work in a sports talk before a local service club. Then, to top it all off, broadcast a play-by-play sports event . . . all within 24 hours.

Sounds impossible? It is not. I do it every day. This breath-taking and back-breaking assignment started four years ago, and then suddenly blossomed with full impact two years ago when UHF TV hit this market of some 80,000 persons.

IN 1952, I came to WIMA Radio as its sports director. Two daily sports shows; over eighty five play-by-play basketball games a year; over twenty play-by-play high school and college football games a year; special sports promotions such as a polio benefit basketball game; several station-sponsored sports banquets honoring local and area athletes per year, and many special events broadcast.

This was my assignment. Then in

1954 the WIMA management added another medium, UHF TV. I became its sports director, too. This meant, on top of my radio chores, two daily TV sports shows, featuring local coverage and local sports personalities, as well as any special sports shows built around pro football telecasts or baseball telecasts.

To tackle this one-man sports operation on such an extensive level, and with any success, you must:

(1) Like your work and have an understanding wife and children who realize that daddy will be home weird hours, and oftentimes not at all in a twenty-four-hour day.

(2) The correct and most up-to-date equipment to work with in radio and television operations.

(3) And, foremost, many friends who feed you, without pay, tips on stories, visiting sports personalities whom you can snag for a TV appearance or a tape recording, and who give you feature ideas.

BOB MACK, manager, and Easter Straker, program director, both have supplied the up-to-date equipment for sports coverage. I work frequently with a mobile car, equipped with a telephone, for on-the-spot interviews and stories; telephone tape recorder; a small portable, self-operating, tape recorder that is dependable and doesn't require an AC outlet, and the best Ampex recorder in the business for occasions when top quality is necessary.

It also takes planning, and cooperation from every member of the organization to run a "one-man" sports staff.

I go to work at around 10 a.m. Monday through Friday, and spend the morning and early afternoon preparing my radio sports shows. On my 12:10 p.m. five minute sports show I capsule as much news as I can with



William Frink, sports director of Station WIMA-TV, Lima, Ohio, who began broadcasting sports events at the age of fourteen.

a fast re-write job, trying to use a balance between local, area and national sports news.

Then after that show is off the air, I begin working on my 6 p.m. 15-minute radio sports show. I build this show with five to seven minutes of state and national sports news, filling in the remainder of the time with local and nearby area sports features, which may be an interview or a regular feature story; but it always has the local or area flavor.

By mid-afternoon, I have my 6 p.m. radio show planned and built except for the late-breaking stories that will be added five minutes before air-time.

THEN it is television planning time. My first TV sports show is at 7:10 p.m. This is a ten minute show which is built around pictures, films and wire copy with some local stories. Upon arriving at the television sta-

(Turn to page 30)

America Tells Its Story Behind Iron Curtain in New 'Slick' Magazine

Editing a publication in Russian has its problems and headaches, Herbert McGushin admits, but results amply justify experiment in international journalism by U. S. Information Agency.

By FLOYD G. ARPAN

FOR a man without wide previous magazine experience and unable, himself, to read Russian, Herbert McGushin, editor of the U. S. Information Agency's new Russian language magazine, *America Illustrated*, is doing remarkably well.

McGushin says that the project has not as yet really started rolling. "Wait for the sixth or seventh issue," he says.

The first issue went on sale, October 22, in eighty-four cities of the USSR. Within a few hours all newsstands were sold out, many within thirty minutes. Press dispatches report disappointed Moscovites besieging that city's one hundred State owned news kiosks and as many as ten or more readers sharing a single copy. McGushin's pet feature, a four page spread on American automobiles, was a big sensation. Only three car models are produced in the USSR and all appear in black. McGushin was right when he insisted Russians would find the variety and color of American cars fascinating. They did.

Comment at home was almost unanimously favorable. The magazine is strictly for overseas circulation and will not be distributed in the United States, but the Agency made the first issue available to United States' newspaper editors, and there was hardly a sour editorial note. None criticized either the make-up or content of the magazine.

For the envy and edification of the trade, the first issue seems to have been one hundred per cent free of errata. It was practically a perfect make-up job. No political bloopers have developed to date, although in light of complexities of international affairs *America Illustrated*'s staff is keeping its fingers crossed.

Yet it would be difficult to name a magazine whose first issue was produced under such difficulty. Few editors have faced so many apparently insurmountable obstacles in the period of gestation—the interval between the time when someone, in this

case the United States Government, decided to produce a magazine and the day copies went on sale. At many points, to continue the obstetrical simile, a still birth seemed inevitable. During a long period, *America Illustrated*'s staff worked under the threat that the magazine might never reach the Russian people. Keeping the staff's morale high under such conditions was tough.

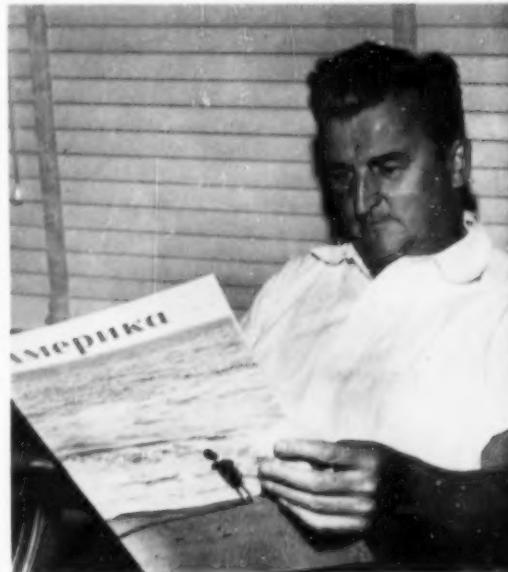
McGushin is a former newspaperman, starting as a reporter with the *New Haven Register* in 1933. In 1942 he went into Government information work, SHAEF, OWI, National Housing Agency, the International Refugee Organization, the overseas information program in 1950. When Theodore Streibert, the then U. S. Information Agency director, called him on January 4, 1956, to tell him he was to be editor of a new Russian language magazine, he was chief of the editorial division of the Agency's International Press Service. He had had plenty of writing and editorial experience, a wide international background, but no extensive magazine experience from the production end. Streibert was picking the man he wanted for the job and he looked beyond the individual's Form 57 (Civil Service job application form which includes applicant's work experience).

HARDLY had McGushin digested the news of his new assignment before the obstacles began to loom. He was told that under the agreement authorizing distribution of the magazine in the USSR it must not contain politics. Streibert told him it must not be propaganda. Russian experts advised him to stay away from cheesecake in pictures and sex in the text.

Under the agreement, the Soviet Government would bring out an English language magazine for distribution in the United States. McGushin was aware of the fashion in which Communists disregard budgets and he knew his magazine, although

not exactly a competitor of the Communist magazine, would inevitably be compared with it. The sky, he knew, would be the limit on the Russian product. He knew, too, that the Russians knew how to put a magazine together. His own office had stacks of Russian produced magazines, glittering in color and lavishly illustrated.

THE Agency's Washington office is cramped for space, so when McGushin looked up his new office he found he would have little elbow room for anything but ideas. His staff had been assembled from his former shop, the International Press Service, and only four had more magazine experience than his own. All in all, he would have eighteen people with whom to work. *Reader's Digest*, also a monthly, has 2,500.



Herbert McGushin, who edits the United States Information Agency's new slick magazine, *America Illustrated*, for readers behind the Iron Curtain.

His deadline was three months away.

He had one break. *America Illustrated* was to be in part made up largely of articles and pictures already published in the United States magazines. The cream of such material, he was assured, would be his for the asking.

ACTUALLY, the first issue of *America Illustrated* was 50 per cent reprints. American publishers were, indeed, generous, and for some it meant breaking a long established precedent. The Agency's International Press Service, however, had already broken the trail there. The Press Service relies heavily upon reprints for its service to the Agency's overseas posts.

Seeing an article or a photograph in print is, of course, helpful. But even that, as McGushin soon learned, has its drawbacks. Just to mention one, there is a question of space when an article is translated into another language. He found it took more space to print an article in Russian than it did in English. In scientific articles this can mean as much as 33½ per cent increased lineage.

The staff would agree on an article, just exactly what was wanted, and then find that it had to be drastically cut to fit into the allotted space; or that the caption of a picture had to be reduced to save the full picture. That was, of course, a difficulty to which the staff rapidly adjusted, but it was trying at first.

Incidentally, if *America Illustrated* goes into a Chinese language edition, exactly the reverse will be true. In Chinese it is possible to say quite a lot in very small space. The *Poor Richard* maxims used in *America Illustrated*'s first issue to point up an article on Benjamin Franklin took a column of 39 lines, generously spaced. The same maxims probably would fit into three or four lines in Chinese. Since the Chinese love maxims, the problem in this case could be solved by more quotes from the *Almanack*. Scientific articles, of course, would be more difficult.

Actually, there is no thought at present of a Chinese language *America Illustrated*, although the idea of other language editions is buzzing around the office.

Reprints presented another problem in that certain articles needed

considerable editing. Written for American readers, they assumed a background of information Russian readers lack. McGushin and his staff had to remember that the Russian people have been for thirty-odd years shut away from the rest of the world. They have, moreover, been given a steady stream of misinformation. Their long isolation from the rest of humanity presents problems in approaching them today.

America Illustrated was to be non-propagandistic. The question arose how to define propaganda. The truth about the United States is, of course, its best propaganda. The staff was told to make the magazine "the next best thing to a visit to the United States" and yet to avoid propaganda.

America Illustrated's predecessor, the old *Amerika*, encountered difficulties on that point. It told the truth about America, and Communist leaders couldn't take it. They could not risk readers of *Amerika* believing what they read. Agreeing to the magazine in 1944, approving a circulation increase in 1946, later they decided *Amerika* was too dangerous to their plans and had to go.

THREE was no question of the magazine's popularity. From the first, it had been a sellout. Second hand copies sold, sometimes, for more than the original price. Single articles found ready purchasers. Incident after incident attested to the wide range of *Amerika*'s readership. An American official told of a Soviet plumber who refused to fix his bathtub until he gave him a copy of the magazine. A Soviet doctor told an American that he would not treat her unless she handed over a copy containing a particular article.

After 1947, however, readers found themselves under suspicion. Sales continued, but frequently it was an under-the-counter transaction. But the magazine continued to find readers, so the Communists switched the attack to distribution. Every possible obstacle to getting the magazine to the people was raised. In 1952, the State Department suspended publication of *Amerika* and the *USSR Information Bulletin* was banned in the United States.

ACTUALLY, this did not mean a clamp down on all Soviet publications in the United States. *The Soviet Union*, for one, an illustrated magazine modeled on *Life*, continued on sale and so did a number of others. There are satellite counterparts of *The Soviet Union* which also circulate in the United States. These mag-

(Turn to page 13)



Фото: советский художник. Репродукция изображения из книги, изданной в СССР в 1950 году.

Вениамин Франклайн

В стране и в

The earthy wisdom of one of America's first journalists is featured in the first issue of *America Illustrated*. This is how his name looks in Russian.



Added in 1956 to the distinguished roster of Fellows of Sigma Delta Chi are, from the left: Ezra George Thiem, Pulitzer Prize-winning reporter for the Chicago Daily News; Ward Andrew Neff, president and director of Corn Belt Publications, Inc., and Luther Huston, United States Supreme Court reporter for the New York Times.

Publisher, Editor and Two Newsmen Are Honored by Sigma Delta Chi

SIGMA Delta Chi has honored four men whose professional careers exemplify the ideals to which the fraternity is dedicated. Elected national honorary president at the recent convention in Louisville is Barry Bingham, editor and president of the Louisville *Courier-Journal* and *Louisville Times* and president of Station WHAS.

Selected as Fellows of Sigma Delta Chi are: Luther Huston, a member of the Washington staff of the *New York Times*; Ward Andrew Neff, president and director of Corn Belt Publications, Inc., and owner of Station WAAF, and Ezra George Thiem, capital correspondent at Springfield, Ill., for the *Chicago Daily News*.

The new honorary president of Sigma Delta Chi, succeeding Dr. Alberto Gainza Paz, editor and publisher of *La Prensa* in Buenos Aires, has had a distinguished career in journalism, and in public life. Born in Louisville on February 10, 1906, he was graduated from Harvard University "magna cum laude" in 1928. He began his career as a reporter for the *Courier-Journal* in 1930, served for three years as secretary of the publishing company, and since 1945 has been editor and president. His first love is the editorial side of the newspapers and he takes an active interest in the conduct of the editorial page and the news columns.

During World War II he served as

an officer in the Navy, both in Europe and in the Pacific and attained the rank of commander. In 1949-50 he was chief of mission to France of the Economic Co-operation Administration. Active in civic and public affairs, he is a trustee of Berea College and an overseer of the University of Louisville.

Washington has been the news beat of Luther Huston for more than two decades, as city editor of the *Washington Post*, as night editor and as bureau

manager for the *New York Times'* Washington bureau, and since 1951 as a reporter covering the United States Supreme Court. A specialist in law and the courts, he is a familiar figure at meetings of the American Bar Association and the National Association of Attorneys General. In 1954 he was awarded the George Polk Memorial Prize for national reporting for his coverage of the segregation cases in the Supreme Court.

His views on the United States Supreme Court as a top source of news in the nation's capital were expressed in an article he wrote for *THE QUILL* last August. In it he pointed out it is a rewarding as well as an exacting assignment, adding that he "would not trade it for a ride on the first rocket to the moon."

During his long and colorful newspaper career he has covered many national political conventions, the first in 1920 for International News Service. For several years he has been a member of the Board of Governors of the National Press Club.

Initiated into Sigma Delta Chi as an undergraduate, Huston has served the fraternity faithfully and with distinction over many years. He was its national president in 1947-48 and in 1949 received the Wells Memorial Key.

Ward Neff served as national president of Sigma Delta Chi in 1923. His (Turn to page 12)



Barry Bingham, editor and president of the Louisville Courier-Journal and the Louisville Times and president of Station WHAS, who is Sigma Delta Chi's national honorary president for 1956-57.

Sigma Delta Chi Honors Four In Journalism

(Continued from page 11)

has been a distinguished career in journalism. He is president and director of Corn Belt Publications, Inc., which publishes farm dailies in Chicago, Kansas City, Omaha, and St. Louis. He also owns radio station WAAF and the *Drovers Journal Press* in Chicago.

Neff was born in Kansas City, Mo., February 11, 1891. One of the buildings at the Missouri School of Journalism, Jay H. Neff Hall, was the gift of Neff, in memory of his father, who was formerly a Kansas City publisher. Neff attended Baker University and then the University of Missouri where he received his B.J. degree in 1913. After graduation he was a reporter, then news and telegraph editor on the *Daily Drovers Telegram* in Kansas City, before moving to Chicago in 1917. Neff was an Army private in World War I. In 1930 the University of Missouri awarded him a medal for distinguished service to journalism.

George Thiem has for many years exemplified the best type of responsible professional reporter. In 1949 his investigative talents won him a Pulitzer Prize for his part in exposing state government payroll padding in Illinois. Now capital correspondent for the *Chicago Daily News* at Springfield, Thiem took a tip that the office of State Auditor Orville Hodge should be investigated and uncovered a \$2,000,000 scandal in which several inquiries are continuing.

As was the case in 1949, when Thiem revealed that fifty-one Illinois editors were on the payroll of Governor Dwight H. Green, he broke the Hodge case by persistent digging into the records over a period of several months.

A native of Chicago, he was graduated "cum laude" from the University of Illinois in 1921. He studied for a year at the Medill School of Journalism at Northwestern University, and two years at the John Marshall Law School in Chicago. He was an agricultural advisor in Whiteside County, Ill., before he became editor of a weekly newspaper at Morriston, Ill. In 1923 he became assistant editor of the *Prairie Farmer*, a post he held until 1926, when he was named editor and director of information for the Illinois Agricultural Association.

In 1940 he joined the staff of the

Chicago Daily News, where he has served as a reporter, staff writer and capital correspondent since that time. His nationally syndicated articles on price controls in Canada in 1942 and on agrarian reform in Mexico in 1946, as well as magazine articles on agriculture have added to his professional stature.

Governor Stratton of Illinois said of Thiem after the Hodge story that "Thiem is good for Illinois." He added that voters had suggested that Thiem be named State Auditor to replace the ousted Hodge.

Thiem's reply was: "I would rather be a reporter."

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New York Times Reporters Cover Campaign in Depth

(Continued from page 7)

WOMEN in the "informed" classification were not particularly helpful. This is no reflection on the gals. Their enthusiasm in campaign headquarters must be an invaluable asset to the ticket, but not to the reporter, who has no interest at the moment in the glories of the candidate. In most cases the women did not have the seasoning of enough campaigns to make realistic judgments. They were charming, though!

So much for the "informed" group.

From Joe and Josephine Blow we tried to find out only how they were going to vote and how they voted four years ago. If they were switching we wanted to know why. Sometimes subsidiary contests commanded great interest, so we checked on those, too.

We found the Blows at the front or back door, in the fields, in front of supermarkets, at factories and mines. The traveling salesman you met in the hotel, and the fellow who sells tractors to the farmers, were usually helpful and often were able to reflect more than just their own biases.

Obviously we never overlooked the cab driver, the waitress, and the barber. One reporter even talked to a—a, —whaddya call him—a bartender.

In the larger cities we checked vote statistics and selected a precinct that seemed to be nicely balanced. Or one that had a reputation for being right; or one, say, that was normally Democratic but went Republican in 1952.

Then we'd ring doorbells or stand in front of the supermarket in that precinct. This kind of selectivity, we believed, was a fairly sound check on switches and trends. It was as close to the coldly scientific approach that we came.

Polling at a mine entrance or fac-

tory gate gave us some idea of how the "labor vote" was going. (Incidentally, one should never attempt to poll an outgoing shift without a crash helmet. It's safest, as well as more rewarding, to catch them going in.)

We've been asked whether it was more important talking to the county chairman or to Joe Blow. The answer is that it is essential to talk to both. One is a check on the other. Too, Joe Blow gave us the color and readability.

NATURALLY we had some amusing, unique, and almost tragic experiences. In Oregon, a cab driver being interviewed "on the hoof" by Ray Daniell got so excited he slammed into a truck. Ray landed in a hospital briefly with a slight concussion and it was several days before he got back his normal zip.

In Fargo, N. D., a politico told one of us: "That fellow who runs the grain elevator out on the prairie thinks the *New York Times* has 5,000 reporters. You walked in on him this morning and four hours later Bill Lawrence showed up there with me."

You've heard of poll skeptics who complain that they've never laid eyes on a pollster? Now hear this! Wayne Phillips stopped a man for a street interview in Fargo and was told: "This is odd. I was stopped by a *Times* man in Sioux City, Iowa, last week." Comparing notes later, Phillips found out that Leonard Buder was the reporter who had first tagged the voter.

Buder, incidentally, holds the record for parking tickets—eight. No expense account phony, this. He got seven of them fixed. Buder was taken to the station house once—not for

parking but for polling. He got off by buying a ticket for the policeman's ball.

THEN this: Max Frankel, doorbell ringing in Milwaukee, had put all other questions to one voter, then asked how he thought his family would cast its ballots. The man quietly said: "I have no family. My wife died this morning."

People were wonderful. Few exercised their prerogative of saying "it's none of your business." This chance could be minimized by rephrasing the standard, "who are you going to vote for" to "who's your favorite candidate this year?"

I was tossed off a coal mine property in Pennsylvania, an experience that could have been avoided, and was avoided at the next mine, simply by first asking the superintendent's permission to poll the men.

How many persons did each team member talk to? Some of the reporters estimated four hundred. I think that's a conservative estimate. Anyhow, our own group talked to more than that because we were on the road longer and spent the first two days at the plowing matches in Iowa talking to farmers on the spot and losing no time in traveling.

Some people, after hearing the estimates, have expressed surprise that we talked to "so few" people. If you'll stop to consider that this was not exclusively a polling operation you'll probably agree we did very well. Suppose your assignment for the day was to talk to the best informed citizens in Cleveland. You have to select them, catch them, arrange appointments that don't conflict, then try to probe the depths of minds and expressions you've never been exposed to before. By the time you've seen about six of these people your day has gone.

It was pleasant, of course, to find great reader interest all over the country. Even the politicians and newspaper men, who might have been our severest critics, were interested and approving. The feeling of the team members themselves was: "we've really got something."

What was our batting average?

The *Times* itself reported two days after the election as follows:

"President Eisenhower's triumph Tuesday was foreshadowed by a political survey made during the presidential campaign by the New York *Times*.

"The survey, however, did not anticipate the magnitude of the President's victory, which developed into a landslide. It did not foresee his success in five Southern and border states.



Stanley Levey, labor specialist for the New York Times, waits for the whistle to blow to interview workers at Ford Motor Company's River Rouge plant.

"The survey was all but completed before the revolution in Hungary and the outbreak of fighting in the Middle East, which apparently gave the final impetus to the Eisenhower landslide. Only two out of the thirty-six survey reports on individual states were made late enough to take account of those international developments. . . .

"The other major result of the election—the fact that other Republican candidates lagged behind the national ticket—was clearly foreseen by the survey. It foreshadowed Tuesday's Democratic victory in the nationwide battle for control of the Senate and House of Representatives. . . ."

EVEN before the score was in, the *Times* management was pleased. Under date of Oct. 31, Ted Bernstein, assistant managing editor, summed it up this way:

"The lesson to be drawn from these exceptional performances? It is at least twofold: First, that the team technique pays off; that many legs, many eyes and many brains broaden and deepen news coverage. This finding opens fascinating future vistas. Second, that all news, whether it be political, economic or sociological, does not exist in the abstract but springs from the day-to-day lives of the people and that one function of journalism must be to bend it back to the level whence it sprang. Eternally basic is how people live."

'Slick' Magazine Takes America's Story to USSR

(Continued from page 10)

azines are published in English as well as a number of other languages. The price of all of them, however, is much higher in the country of their origin. In Great Britain, for example, a year's subscription to *The Soviet Union* (12 issues) is fifteen shillings, about \$1.50. The price per copy in the USSR is the same, \$1.50.

The agreement that put the United States back into the magazine field in the USSR was, indirectly, the result of a conversation in Geneva between President Eisenhower and Premier Bulganin. The Soviet Premier agreed with the President that wider exchanges of information between the two countries would be desirable. Acting on that nod in September, 1955, the United States Government, in a note to Moscow, proposed renewal of *Amerika* or a counterpart of that magazine, with reciprocal action by Washington on a Soviet Government sponsored publication. By that time the "climate of Geneva" had somewhat deteriorated, but in December, 1955, the Soviet Government in-

formed Washington such a magazine would be permitted to inform the Russian people of the life and culture, not politics, of the American people. Distribution would be handled by Soyuzpechat, the Soviet official distributing agency.

TO avoid one of *Amerika*'s headaches, it was decided to print the U. S. Information Agency's magazine in West Berlin, from whence shipment to Moscow would be a matter of hours instead of the weeks it had taken *Amerika* to go from New York to its Russian distributing points. Having its publishers some 3,000 miles away was a bit tough on the magazine's editorial staff, but they saw it as a minor detail.

Articles for the first issue were decided upon, written, rewritten, translated. The theme was to be the freedom, the mobility, the horizons of America. The poet in McGushin (he looks more like an all-American half-back) comes out there. The cover piece, a child on a Pacific beach looking off into the open ocean spaces, expresses that side of the editor's character. Robert Smith of *Black Star* made the picture. It was one of hundreds submitted to McGushin and his staff, but it hit the mark at first glance for most of them. The staff agreed on the automobile spread. The cartoons were a matter of careful selection, with the Russian particular brand of humor carefully in mind.

The Russians themselves had officially noted Benjamin Franklin's 250th anniversary (of which the Agency made much in its world-wide program), so that was a natural. No vee-neckline or shorts in fashion layouts, as the Russians make short sleeves their limit in magazine illustrations. Those four reprints from *Mademoiselle*, incidentally, rated next to the automobiles in reader interest when the Russians finally saw *America Illustrated*.

A DOUBLE page spread, "Whole Race at a Glance" (Russian interest in sports is duly noted throughout *America Illustrated*), tells in a single picture the complete story of a 60-yard race in a New York area . . . start, middle and finish. The faces of the runners, their tensed muscles, are intensely dramatic. The staff of *America Illustrated* thought *Life* magazine photographer, Ralph Morse, had gotten a whale of a picture, and approval was unanimous.

Pictures in *America Illustrated*'s first issue proved to be a monumental headache. Selection was only the first step. Reprint rights were requested and granted, and then the trouble be-

gan. The United States magazines themselves often were confused as to their overseas rights in certain pictures. A free lance photographer, for example, might have sold a picture to a United States publication without relinquishing control of the picture's sale outside of the United States. His foreign agent had to be consulted. Final approval on a photograph upon which the staff's hearts were set sometimes required voluminous transoceanic correspondence.

The staff grew a bit (it totals thirty-one today), but space did not. McGushin wrote longer and better memorandums. He needed desks, too, and typewriters, but Government processes are slow and take no thought of deadlines. Staff morale, however, held up, and on May 1 all copy was out of the Washington shop and on its way to West Berlin. *America Illustrated*'s first issue could go to bed.

THE charter date for newsstand distribution had been set for July 4, a nice patriotic touch. Fifty thousand copies went to Moscow the first week in July. The magazine staff in Washington was happily at work on subsequent issues.

Then the Soviets began to have difficulty with their magazine. They wanted it published in the United States and they could not find an American publisher. The July 4 date slipped by, *America Illustrated* was ready, but the USSR magazine was not and they were to go on newsstands simultaneously.

A publisher was found. The Soviet editor then discovered in the contract the customary "Act of God" clause and objected. It took time to clarify that issue, but it was done. The clause stayed in, incidentally.

The USSR was ready. The Russians talked of its content. The cover pictured President Eisenhower hobnobbing with Premier Bulganin at Geneva. There was a message to the American people from the Soviet Premier. A Soviet scientist had written on the peaceful uses of nuclear energy.

The Information Agency felt confident enough to issue a press release announcing early distribution of *America Illustrated*. Complimentary copies, with translations, were sent to American editors and the editorials began to roll up. They were so favorable that the staff of *America Illustrated*, and McGushin, felt good indeed.

Then the bottom seemed to fall out of everything. It had been agreed that *America Illustrated* would sell in the USSR at five rubles, about \$1.25 at

the current official exchange, or a price comparable to a "movie" ticket in Moscow. The USSR would sell at twenty cents. Soyuzpechat thought that they should be getting a bigger cut of those five rubles.

The first issue of the USSR carried an August dateline. McGushin congratulated himself that *America Illustrated* had been printed with a Number 1. If the material did not grow too stale, the number would look all right. If he grinned thinking of that "August" on the USSR's first issue, he kept it to himself.

August passed. September passed. The failure of *America Illustrated* to appear on Russian newsstands began to get attention in the American press. "Fifty thousand copies gathering dust in the American Embassy in Moscow" was the lead on a wire service story, and it was picked up all over the country.

Communists are noted for prolonging negotiations and they did not make this occasion an exception. For McGushin and his staff, however, there was a glimmer of hope in news that the USSR was soliciting subscriptions. They heard that the September issue of the USSR also was in print and that, too, was encouraging.

Early in October, at long last the Russians settled. The October 22 date was set. It was kept.

True enough, *America Illustrated* is a gamble. As the U. S. Information Agency sees it, however, it offers a promising new opportunity to make contact with the Russian people. To date, the Agency's only technique for penetrating the "Iron Curtain" has been its international broadcasting service, the Voice of America.

FIFTY thousand copies in a population of four hundred million, admittedly, isn't a great deal. But the U. S. Information Agency remembers how copies of *Amerika* were passed around. Readership can't be estimated strictly in statistics.

"One Russian buys *America Illustrated*," says McGushin, "and his family and friends borrow his copy. They talk. The news snowballs. We have heard that *Amerika* was actually circulated in labor camps, prison camps. The dispatch with which the first issue sold is proof positive of the eagerness, and willingness, of the Russian people to know the truth about America. And if we can get through to the Russian people, get them to understand what Americans are really like, most of their current animosities will fade away. It is the 'people-to-people' approach and it works."



Awards Section

This fire ate a large hunk from the Whiting, Ind., refinery of Standard Oil Company of Indiana and tested the firm's public relations policy of frankness under adverse circumstances.

Frank Disaster Coverage Wins Public Relations Achievement Award

By RUSSELL LANE

WHEN hell breaks loose in a well-ordered industrial plant, it's news.

The first evident facts are portentous. They're shocking, and the first impact of them carries implication of worse to come. Phone lines to the vicinity crackle with inquiries from reporters for newspapers and broadcasters.

The desk sergeant's morsels become headlines: "Sounded like an A-bomb. . . . Yeah. There's plenty of fire. Smoke's a mile high. . . . Busted a window here, and we're a mile away. . . . Anybody killed? There must be. . . . Haven't heard back from the plant. . . . Everybody went over—all our guys, the fire department. . . . It's terrific, all right."

It happened at the Whiting, Ind. refinery of Standard Oil Company (Indiana) at 6:12 a.m., Saturday, August 27, 1955.

The company's pride, its new hydroformer, a towering unit of steel for bringing gasoline to its highest power potential, blew up. Steel fragments tore through storage tanks, spilling crude oil and more volatile products, which created roaring blaze in a 10-acre area.

The disaster provided a shock test for the company's management, its employees, especially those in its fire-fighting system, and for hundreds of members of the community. And it was a test for Standard's public relations department.

How well the crew of Conger Reyn-

olds, public relations director of Standard, met this test, and how well backed they were by intelligent management, was recognized when the company claimed one of the ten Public Relations News Annual Achievement Awards this year.

THE Whiting refinery fire lasted eight days. It destroyed 59 tanks along with 1,250,000 barrels of crude oil and refined products such as gasoline, naphtha, and lubricants. Major operating units of the plant, 73 railroad cars, and trackage were twisted and melted.

The story was told, and promptly, much of it dug out and authenticated by the company's public relations staff, which worked tirelessly on a

many-angled problem of getting all the facts and keeping a clear perspective on the emergency.

AS John Canning, Standard's assistant director of public relations, pointed out, "When oil burns, it does so spectacularly. The fire often looks worse than it is."

Despite the fire's sensational aspect, developments soon stressed that it was, indeed, a limited disaster. Only one person was killed by the hydro-former explosion. Another died near the scene, of a heart attack. Sixteen hours after the explosion, the company's public relations men, alert to its fire department progress, announced that the fire area had been reduced.

Standard's chairman, Robert E. Wilson, who flew to Whiting from Pennsylvania, made a public statement Saturday afternoon stressing the company's full assumption of moral and social obligations in the emergency, including a promise of full and quick compensation for injuries and property damage. He also pointed out that financial loss from plant damage, over \$1,000,000, was covered by insurance.

Newsmen were recognized by the company's staff as representatives of

(Turn to page 20)



Dr. Robert E. Wilson, chairman of the board of Standard Oil Company (Indiana), accepts the Public Relations News Annual Achievement Award for his company. The award, for outstanding contributions to professional and management public relations progress in 1955, singled out the company's handling of the news of the Whiting, Ind. refinery disaster. Presenting the award is Mrs. Denny Griswold, New York City editor and publisher of the Public Relations News.

Writers, Magazines Take Benjamin Franklin Awards

JOHN BARTLOW MARTIN, a slender, bespectacled fellow with an engaging personality, has done stretches in two Midwestern prisons in recent years—and won prizes as the result.

For his brief, voluntary stints within the gray confines of penitentiaries at Jackson, Michigan, and Stateville, Illinois, Martin captured Benjamin Franklin Magazine Awards for reports published in 1953 and 1955.

The Benjamin Franklin awards, given annually by the University of Illinois, honor excellence in the broad editorial field. There were eight made May 15, 1956, for material published in 1955. Of these, one was given for a fiction story. The other seven dealt with efforts which are essentially good journalism.

They serve to point up the fact that magazines, with deadlines weeks ahead of publication dates, often turn out interpretive commentary on high-interest news subjects envied by

newspaper men and broadcasters for their timeliness, clarity and depth.

The awards, presented by President David Dodds Henry of the University of Illinois at the annual Benjamin Franklin awards dinner in the Plaza Hotel, New York City, cite highlights of 1955 in this type of journalism.

There are two prizes which might be called the sweepstakes awards. One is the gold medal for public service, which went to *The Woman's Home Companion*, edited by Woodrow Wirsig. The *Companion* won it for a series of articles by different authors on the general subject of children's problems and child delinquency. The general title of the series was "To Help Our Children," and its purpose was to help women understand the problems and to suggest immediate ways to do something about them.

The other top award, \$1,000 and a scroll for the most distinguished writing "involving original reporting in which a serious obstacle had to be overcome," went to the editors of *Sports Illustrated* for a series of articles and related editorials on "Boxing's Dirty Business."

Martin received one of six \$500-and-scroll awards for his series of four articles in *Saturday Evening Post* on Nathan Leopold, a thrill slayer of the roaring twenties, called "Murder on His Conscience."

IT was this effort which took him to the Stateville prison. His 1953 Benjamin Franklin award was made for a series, also printed in the *Post* on the Jackson prison riot.

Theodore H. White's article in *Collier's*, "Germany—Friend or Foe?" was judged "the best interpretation of the foreign scene."

For work "depicting life, culture or institutions in the United States," Robert Bendiner's piece in *The Reporter*, "The Engineering of Consent—A Case Study," took the prize.

"The Truth About the Salk Polio Vaccine," written by Roland H. Berg for *Look*, was termed the "best article on science or health."

The editors and staff of *Life* received an award for the "most outstanding meritorious presentation in any category not specifically covered by the other awards," a series on "The

(Turn to page 30)



Winners of the 1956 Maria Moors Cabot gold medals, presented last fall at Columbia University. At left is David Michel Torino, editor and publisher of *El Intransigente* in Salta, Argentina. Eldest of the group is Jesus Alvarez del Castillo, editor and publisher of *El Informador* in Guadalajara, Mexico. At right is Roberto Garcia Pena, who until August 1955 was editor of *El Tiempo* in Bogota, Colombia.

Latin American Editors Win Cabot Medals for Fight for Free Press

THE amiable buzz of conversation in the rotunda of Columbia University's Low Memorial Library seemed almost symbolic of peace in the Western Hemisphere when Edward W. Barrett, new dean of the university's Pulitzer School of Journalism, arose to do his late afternoon chore.

An audience representative of Latin America and the United States made up the convocation which heard an address by Arthur Hays Sulzberger, president and publisher of the *New York Times*.

The occasion, on Monday, October 15, was the presentation of the 1956 Maria Moors Cabot gold medals which has been a yearly event since 1939. For the first time, the donor of the awards, 95-year-old Dr. Godfrey Lowell Cabot, was not present.

Barrett noted that Dr. Cabot, scholar, scientist, manufacturer, aviator and world traveler, was recovering from appendicitis. He was represented by his daughter, Mrs. Ralph Bradley, and his son, John M. Cabot, U. S. Ambassador to Sweden.

"Friends in all nations of this hemisphere tell us," Dean Barrett said, "that the Maria Moors Cabot awards have become a singular force for fairness, for decency, and for a responsible and independent press."

They recognize, he said, the advancement of "sympathetic understanding" among the peoples of the Americas.

Then he began the presentation of the five award winners of 1956, referring first to the elder of the group, Jesus Alvarez del Castillo of Guadalajara, Mexico, now 75, who began his newspaper career at the age of 36 when he launched *El Informador* on October 5, 1917.

WHAT made Senor Alvarez del Castillo an award winner? Essentially, it was nearly 40 years at his desk in Jalisco, fighting the newspaperman's good fight, often against discouraging financial odds, sometimes against newsprint shortages such as that near the start of *El Informador*'s career when editions were printed on wrapping paper, and for fearful periods against harassment and shutdowns by dictators. But, the newspaper remained non-partisan, independent, honest and widely respected. It was this long dedication to spreading honest enlightenment which brought to Alvarez del Castillo, from President Grayson Kirk of Columbia, the small gold medal.

Next in order of presentation was Roberto Garcia Pena, 47, editor until August 4, 1955, of *El Tiempo* in

Bogota, Colombia, a newspaper which died rather than compromise its reputation as one of South America's most courageous, outspoken newspapers.

GARCIA too, fought—gag rule, arson and harassment—until government edict gave his newspaper the choice of liberty or death. He is still a newspaper editor, within the bonds of Colombia's press control, directing an interim successor to *El Tiempo* called *Intermedio*. But he and the owner of both newspapers, Dr. Eduardo Santos, former president of the nation, have refused to re-establish *El Tiempo* until full freedom of the press exists again in Colombia.

Dr. Kirk, in awarding Garcia Pena's medal, called attention to the silver plaque won by *El Tiempo* in 1940, an award from Columbia University, and said he is confident that *El Tiempo* "will again be a potent force in Inter-American journalism."

Herbert L. Matthews, 56, who has been a member of the editorial board of the *New York Times* since 1949, specializing in Latin American affairs, was the next medalist. Matthews, a graduate of Columbia, has been a *Times* man since his graduation in 1922, covering such contemporary history as the Abyssinian War, the Span-

ish Civil War, and the Italian campaign of World War II. His Cabot award stemmed from six years of varied efforts to keep objective news flowing from the 21 Latin American republics, and his crusade to restore *La Prensa* to Dr. Alberto Gainza Paz, and his editorial interpretation of Latin American news.

A newspaperman of Argentina, whose devotion to his mission led to imprisonment by dictator Juan Peron, was then presented. He was David Michel Torino, editor and publisher of *El Intransigente*, in Salta. Torino began his journalistic career in 1915, and helped found *El Intransigente* five years later. Eventually, he became sole owner of the newspaper, not a large one from the standpoint of its 18,000 circulation, but known widely for honesty.

Michel Torino's long struggle with dictator Peron was the tempering of his mettle. *El Transigente* was shut down December 23, 1949 after a series of official inspections, fines, and temporary bans. Its presses and newsprint were confiscated. Then, more than 100 issues of *El Transigente* appeared in mimeographed form, until government controls choked off mimeograph paper. The editor then left Argentina to continue his fight through the Inter-American Press Association. He was imprisoned when he returned to Argentina. Freed with establishment of the new Argentine government in 1955, he has restored *El Intransigente* as a voice of courage, fairness and understanding.

The last award winner introduced was Carl W. Ackerman, 66, dean emeritus of Columbia's graduate journalism school, who helped establish the award and supervised its administration until a year ago. He brought a varied fund of experience to the university in 1921, having served as correspondent and special writer for *United Press*, the *New York Tribune*, the *New York Times*, *Saturday Evening Post* and the *Philadelphia Public Ledger*.

HE was dean of the graduate school of journalism from 1931 until July 1956. Since 1937, he has traveled yearly to South America in search of honest and fearless journalism. It was his administration of the Cabot awards that brought about his receipt of one, a recognition that his work has been a powerful stimulus to the persistence of responsible journalism, often in an unfavorable climate, and thus, development of inter-American understanding.

Additional Winners of 1956 Journalism Awards

Awards in journalism announced since June 1, 1956, and the names of the winners are presented here. Save this copy of THE QUILL as a convenient guide to journalistic competitions and achievements.

Maria Moors Cabot

The Maria Moors Cabot awards, made October 19, 1956 by Columbia University, are given annually to five journalists for achievement "in advancement of international friendship in the Americas." The awards, symbolized in gold medals, went to:

Carl W. Ackerman, dean emeritus of the graduate school of journalism at Columbia University.

Jesús Alvarez del Castillo, editor and publisher of *El Informador*, Guadalajara, Mexico.

Roberto García Peña, director of *El Tiempo*, Bogota, Colombia.

Herbert L. Matthews, editorial board, the *New York Times*.

David Michel Torino, director and owner of *El Intransigente*, Salta, Argentina.

Lovejoy Award

To recognize courage in weekly journalism, the Elijah Parrish Lovejoy award, given annually by Southern Illinois University, was established last year. It was made during the National Conference of Weekly Newspaper Editors on the SIU campus at Carbondale, Ill., last July to:

Mrs. Mabel Norris Reese, editor of the *Mount Dora (Fla.) Topic*, for an editorial crusade and a court fight against a color-line ban by schools of Lake County, Fla.

Benjamin Franklin

The Benjamin Franklin Magazine Awards, presented annually by the University of Illinois, are made for "distinguished and meritorious public service." Eight awards and six citations were announced on May 15 for work printed in 1955. Seven awards and four citations were made for journalistic work, and the others for fiction. Each honor carried a scroll.

The journalism awards:

Original reporting, \$1,000: *Sports Illustrated*, Sidney L. James, managing editor, for "Boxing's Dirty Business."

Public service, gold medal: *Woman's Home Companion*, Woodrow Wirsig, editor, for a series on delinquency by various authors.

Life, culture or institutions, \$500: Robert Bendiner, *The Reporter*, for "The Engineering of Consent."

Interpretation of the foreign scene,



John Bartlow Martin, Highland Park, Ill., who is the first writer ever to win two Benjamin Franklin awards.

\$500: Theodore H. White, for "Germany—Friend or Foe?" in *Collier's*.

Depicting a person, **\$500:** John Bartlow Martin, for "Murder on His Conscience" in *The Saturday Evening Post*.

Science of health, **\$500:** Roland H. Berg, for "The Truth About the Salk Polio Vaccine" in *Look*.

Unspecified category, **\$500:** Managing Editor Edward R. Thompson and the staff of *Life* for a series on "The World's Great Religions."

Citations: Joseph Alsop for "A Man in a Mirror" in *New Yorker*; *The Saturday Review*, Norman Cousins, editor, for obtaining plastic surgery for Japanese girl A-bomb victims, and three articles on the project; N. J. Berrill, Montreal, Canada, for his *Atlantic Monthly* article, "The Menace of Radiation"; and Milton Mayer, Wallingford, Pa., for "The Case of Roger Touhy" in *The Reporter*.

Aviation Writers

The Aviation Writers Association, an organization of more than 800 U. S. and Canadian newspaper, news service, magazine, book, radio, television and industry representatives, annually presents the James J. Strebiger Memorial Award for outstanding aviation writing. The awards made last June were:

Newspaper: Marvin Miles, aviation editor, *Los Angeles Times* (second consecutive award).

Magazine: Allen C. Fischer, Jr., *National Geographic*.

Public Relations: Walter T. Bonney, assistant to the executive secretary, National Advisory Committee for Aeronautics, Washington.

National Editorial Assn.

The National Editorial Association, in cooperation with state press associations, conducts an annual group of Better Newspaper Contests for daily and weekly members of the NEA. Plaques for the 1956 first, second and third place winners were presented at Louisville, Ky., June 7. Not all winners are listed here, promotion and advertising categories being omitted.

Winners included (with first, second and third places listed in order):

General excellence—(Daily division) Pontiac (Mich.) Press; San Jose (Calif.) News; Bayonne (N. J.) Times. Honorable mentions: San Rafael (Calif.) Independent Journal; Coffeyville (Kan.) Daily Journal; Hastings (Neb.) Daily Tribune.

General excellence—(Weekly division) Under 1,000 circulation: Heron Lake (Minn.) News; Cadott (Wis.) Sentinel; Swea City (Iowa) Herald. Honorable mentions: Littleton (N. C.) Observer; Hanska (Minn.) Herald; Eustis (Neb.) News. 1,000-2,500: Coolidge (Ariz.) Examiner; Ida Grove (Iowa) Ida County Pioneer-Record; Tallahassee (Ala.) Tribune. Honorable mentions: Madill (Okla.) Record; Las Animas (Colo.) Bent County Democrat; DePere (Wis.) Journal-Democrat. 2,500-6,000: Lewisburg (Pa.) Union County Standard-Journal; Detroit Lakes (Minn.) Tribune; Clintonville (Wis.) Gazette. Honorable mentions: Wailuku (Hawaii) Maui News; Cullman (Ala.) Times; Downers Grove (Ill.) Reporter; Clarinda (Iowa) Herald-Journal. Over 6,000: Chicago (Ill.) Park Forest Star; Montrose (Calif.) Ledger; Upper Darby (Pa.) Upper Darby News. Honorable mentions: Montclair (N. J.) Times; Riverhead (N. Y.) News-Review; Wyandotte (Mich.) Tribune.

Community service—Santa Rosa (Calif.) Press Democrat; Watsonville (Calif.) Register Pajaronian; Stanford (Me.) Tribune. Honorable mentions: Las Animas (Colo.) Bent County Democrat; Newport Beach (Calif.) Newport Harbor News-Press; Sayville (N. Y.) Suffolk County News.

Service to agriculture—(Newspapers over 2,000) Macon (Ga.) Telegraph; Portsmouth (Neb.) Journal; Amery (Wis.) Free Press. Honorable mentions: Albany (Ore.) Democrat-Herald; Franklin (La.) Banner-Tribune; Altoona (Pa.) Mirror. (Newspapers under 2,000) Farwell (Tex.) State Line Tribune; Nephi (Utah) Times-News; Garner (Iowa) Leader. Honorable mentions: Dumas (Ark.) Clarion; Clara City (Minn.) Herald; Bath (N. Y.) Steuben Advocate.

Best editorial—Oxford (Ohio) Press, Bob White, editor; Mount Dora (Fla.) Topic, Mrs. Mabel Norris Reese, editor; Stateboro (Ga.) Bulloch Herald, Leodel Coleman, editor. Honorable mentions: Central City (Ky.) Times Argus, Amos Stone; Hillsboro (Ore.) Argus, W. Verne McKinney; Redwood Falls (Minn.) Redwood Gazette, Scott Schoen.

Herrick editorial award—Franklin (La.) Banner-Tribune, Robert J. Angers Jr.; Cheraw (S. C.) Chronicle, A. M. Secret; Durant (Miss.) News, Mrs. Hazel Brannon Smith. Honorable mentions: Colchester (Conn.) Citizen, Henry E. Josten; Gainesville (Ga.) Daily Times, Sylvan Meyer; Mexico (Mo.) Evening Ledger, Robert M. White II.

Special issue—(Newspapers over 2,000) Ithaca (Mich.) Gratiot County Herald;



Herbert L. Matthews, of the New York Times, at left, received a Cabot medal for his efforts over a period of years to keep objective news flowing from Latin America. Carl Ackerman, at right, received a medal for his work in having administered the awards until he retired last year as dean of the Pulitzer School of Journalism, Columbia University.

Iowa Falls (Iowa) Citizen; Hastings (Neb.) Tribune. Honorable mentions: Winona (Minn.) Daily News; Milbank (S. D.) Grant County Review; Appleton (Minn.) Press. (Newspapers under 2,000) McClusky (N. D.) Gazette; Kimberly (Idaho) Advertiser; Sutherlin (Ore.) Sun. Honorable mentions: Imperial (Neb.) Republican; Garner (Iowa) Leader.

Best use of photographs—(Newspapers over 2,000) Bakersfield (Calif.) Californian; Montezuma (Iowa) Republican; Homewood (Ala.) Shades Valley Sun. Honorable mentions: Littleton (N. H.) Courier; Perryton (Tex.) Ochiltree County Herald; Ridgewood (N. J.) Herald-News. (Newspapers under 2,000) Orlando (Fla.) Corner Cupboard; Burton (Ohio) Geauga News; Frankenmuth (Mich.) News. Honorable mentions: Winslow (Wash.) Brinbridge Review; Springville (Utah) Herald; Swea City (Iowa) Herald.

Best news picture—Mansfield (Mass.) News, Richard B. Yager; Lewisburg (Pa.) Standard-Journal, John F. Quigley; New York City (N. Y.) Town & Village, William Stuart. Honorable mentions: Warwick (N. Y.) Valley Dispatch, Eugene Wright; Oakland (Neb.) Independent; Clio (Pack) Packwood (posthumous); Perryton (Tex.) Ochiltree County Herald.

Excellence in typography—(Daily division) Pontiac (Mich.) Press; San Jose (Calif.) Mercury; Royal Oak (Mich.) Tribune. Honorable mentions: Winona (Minn.) Daily News; Mexico (Mo.) Evening Ledger. (Weeklies under 2,000) Frankenmuth (Mich.) News; Farwell (Tex.) State Line Tribune; Buffalo Center (Iowa) Tribune. Honorable mentions: Canadian (Tex.) Record; Laurens (Iowa) Sun; Cadott (Wis.) Sentinel. (Weeklies 2,000-6,000) Lewisburg (Pa.) Union County Standard Journal; Eaton (Ohio) Register Herald; Lake Mills (Iowa) Graphic. Honorable mentions: Darien (Conn.) Review; Littleton (N. H.) Courier; Alexander City (Ala.) Outlook. (Weeklies over 6,000) Birmingham (Mich.) Eccentric; Wyandotte (Mich.) Tribune; Dearborn (Mich.) Guide. Honorable mentions:

Hollywood (Fla.) Sun-Tatler; Dearborn (Mich.) West Side Courier; Plymouth (Mich.) Mail.

Best column—(On one topic) Coffeyville (Kan.) Journal, Gene Sullivan, "The Coffee Grinder"; Duncannon (Pa.) Record, Richard Swank, "C A V A"; Riverside (Calif.) Daily Enterprise, Garland Griffin, "The Partyline." Honorable mentions: Waukon (Iowa) Waukon News-papers, LaVerne Hull, "Impressions"; Haleyville (Ala.) Advertiser, W. D. Smith Jr., "Curbstone Comments"; Nevada (Mo.) Herald, Glessie Ewing, "Between Chores." (On a variety of topics) Salem (Ind.) Republican Leader, Russ Metz, "The Pied Piper"; Walton (N. Y.) Reporter, John Peterson, Rube Rustic's "The Horn"; Algona (Iowa) Upper Des Moines, Mrs. Grace Sighee, "Woman's World"; Honorable mentions: Albion (Neb.) Weekly News, Jack Lough, "The Loungdown"; Johnston (Colo.) Breeze, Earline S. Scott, "Much Ado About Nothing"; Stuart (Fla.) News, Edwin A. Meninger, "Ye Editor's Easy Chair."

Best news story—(Over 2,000) Dalton (Ga.) Citizen and News, Mark Pace and Lloyd Gullede; Eldora (Iowa) Hardin County Index, Max Van Derveer; Mid-Des Moines (Ky.) Daily News, M. R. Guthrie. Honorable mentions: Fort Lauderdale (Fla.) Daily News, Al Topel; Red-Wall Falls (Minn.) Gazette, John T. Schneider; Franklin (N. H.) Journal-Transcript, John P. and Richard Lewis. (Under 2,000) Rogue River-Medford (Ore.) Times, Maxwell L. Thayer; Littleton (N. C.) Observer, Bill Pierce; Bayard (Iowa) News, Ken Robinson. Honorable mentions: Eustis (Fla.) Lake Region News, Marie Bolles; Swea City (Iowa) Herald, Bob Schwartz; Farwell (Tex.) State Line Tribune, W. H. Graham Jr. and Dolph Moten.

Best feature story—(Over 2,000) Jenkintown (Pa.) Times-Chronicle, Joe McMahon; Fort Lauderdale (Fla.) Daily News, Anne Fries; Turlock (Calif.) Journal, Jim Phillips. Honorable mentions: Ardmore (Pa.) Main Line Times, Jack Morrison; Chicago (Ill.) Southtown Economist, Sheila Wolfe; Costa Mesa (Calif.)



Mrs. Mabel Norris Reese, editor of the Mount Dora, Fla., Topic, who won the first annual Elijah Parrish Lovejoy award for courage in journalism.

Globe Herald, Bill Williams, (Under 2,000) Bath (N. Y.) Advocate, Wally Page; **Central City (Ky.) Times-Argus**, Amos Stone; **Janesville (Minn.) Argus**, Mark Hauck. Honorable mentions: **Mount Dora (Fla.) Topic**, Mrs. Mabel Norris Reese; **Dumas (Ark.) Clarion**, Malvin Schexnayder; **Lemoore (Calif.) Advance**, Henry H. Leffert.

The Sweepstakes Cups—(Weekly) **New Canaan (Conn.) Advertiser**, (Daily) **Pontiac (Mich.) Press**.

Honorable mentions: **Birmingham (Mich.) Eccentric**; **Perrytown (Tex.) Ochiltree County Herald**; **San Jose (Calif.) News**.

Lasker Foundation

The Albert and Mary Lasker Foundation makes annual awards of \$1,000 and a Winged Victory statuette for outstanding reporting on medical research and health. Four awards for 1955 included a first time award in the field of television. The awards announced on May 19:

Newspapers: **Self Greenberg**, the **Providence (R. I.) Journal and Evening Bulletin**, for a series on "Hormones: Revolution in Medicine"; and **Mrs. Joan Geyer**, the **Provo (Utah) Daily Herald**, for her series, "The Secret Sickness—Mental Illness."

Magazines: **Steven M. Spencer**, associate editor, **The Saturday Evening Post**, for his article, "Mystery of the Blinded Babies."

Television: "The March of Medicine," documentary film series produced by **Smith, Kline & French Laboratories**, Philadelphia, and broadcast by the **National Broadcasting Company** network.

Blakeslee Awards

The American Heart Association sponsors the annual **Howard L. Blakeslee** awards for distinguished reporting of

advances in the field of heart and blood vessel disorders. The 1956 awards, each carrying a \$500 honorarium, were presented on October 28 at the association's annual dinner in Cincinnati to:

Frank Carey, **The Associated Press**, Washington, D. C., for year-round coverage in the cardiovascular field.

Nate Haseltine, **the Washington Post & Times Herald**, for six articles on heart disease in childhood.

Robert P. Goldman, **Parade Magazine**, New York, for a series on specific disorders.

Science Department, **Life Magazine**, for a 10-page pictorial article on coronary thrombosis. Award accepted by **Science Editor Warren Young**.

Howard Whitman, **Westport, Conn., commentator for the National Broadcasting Company**, for four programs on "Your Heart."

George Voutsas, producer-director, and **Earl Hammer**, writer, for "Courage to Live," an **NBC radio production**.

Bowater Awards

The Bowater Awards for Journalism, two prizes of \$1,000 each to be made annually, were initiated last year under sponsorship of the Bowater newsprint organization of Canada. They cite "outstanding endeavors, and so help and inspire a high level of Canadian journalism." The first awards, to winners chosen by a board of five trustees from the parliamentary press gallery, Ottawa, were made June 27 this year. The winners:

Frank Flaherty, **Buchanan's Bulletin**, Ottawa, for a six-article series for Canadian Press on "Freedom of the Press."

Allan Kent, **Toronto Telegram**, for a four-part series on automation.

Public Relations News

The annual achievement awards given by **Public Relations News**, 815 Park Ave., New York, are made "to stimulate better public relations performance, win greater recognition for public relations as a major function in all fields of organized activity, and to direct nationwide attention to the contributions of public relations to the American way of life."

The winners:

Standard Oil Company (Indiana); **New York Life Insurance Company**; **Ford Motor Company**; **General Mills, Inc.**; **Lane Bryant, Inc.**; **American Heart Association, Inc.**; **Bridgeport Brass Company**; **National Association of Food Chains**; **American Institute of Architects**; and the **Texas Beef Council**.

Political Science

The American Political Science Association, initiated this year a citation roll of awards for excellence in the reporting of political and government affairs. Launched in a limited six-state area, the APSA recognition is to be extended under a Ford Foundation grant. The 14 first series awards made September 7, 1956, in Washington, carry expense-paid attendance at a two-week conference on public

Refinery Fire Tests Standard's Public Relations

(Continued from page 16)

a legitimate public interest, rather than additional articulate calamities. And management's recital of its overall capabilities, only slightly, and to a large extent locally, damaged by the fire, was handled by newsmen as a legitimate part of the big picture.

The award to the **Standard Oil Company (Indiana)** is singled out for elaboration because it typifies and accents, under extreme stresses, the working of good public relations in a situation where evasive policy might have been added disaster.

The award citation notes that the company's "full and frank communication of news" resulted in "increased confidence and respect on the part of the company's publics and the press."

The **Public Relations News** awards were announced September 17 by **Mrs. Denny Griswold**, editor and publisher of the publication, who said they aim "to stimulate better public relations performance, to win greater recognition for public relations in all fields of organized activity, and to direct nationwide attention to the contributions of public relations to the American way of life."

Sharing with Standard in this year's awards are: The **New York Life Insurance Company**; the **Ford Motor Company**; **General Mills, Inc.**; **Lane Bryant, Inc.**; the **American Heart Association, Inc.**; the **Bridgeport Brass Company**; the **National Association of Food Chains**; the **American Institute of Architects**; and the **Texas Beef Council**.

affairs reporting at the University of Illinois. Winners:

Edward J. Chapin, **Cincinnati Times-Star**; **Homer E. Dowdy**, **Flint (Mich.) Journal**; **Charles W. Edgar**, **Jr. Springfield (Ohio) Daily News**; **Joseph A. Fisher**, **Rockford (Ill.) Register-Republican**; **Roy E. Hamlin**, **Monroe (Mich.) Evening News**; **Jack M. Hart**, **Lincoln (Neb.) Journal**; **John L. Jones**, **Dayton (Ohio) News**; **Hollis J. Limprecht**, **Omaha World-Herald**; **John C. Obert**, **Park Region Echo**, **Alexandria, Minn.**; **J. Thomas Pugh**, **Peoria (Ill.) Journal Star**; **Henry N. Taylor**, **Cincinnati Post**; **Robert W. Topping**, **La Porte (Ind.) Herald-Argus**; **John V. Wilson**, and **Ted Knap**, **Indianapolis Times**.

Citations were made to: **James H. Bartelt**, **Green Bay (Wis.) Press-Gazette**; **Lloyd Noteboom**, **Sioux Falls (S. D.) Argus-Leader**; **Justin M. Fishbein**, **Chicago Sun-Times**; **Robert H. Longstaff**, **Topeka (Kan.) State Journal**; and **Herbert J. Coleman**, **Duluth (Minn.) News-Tribune**.

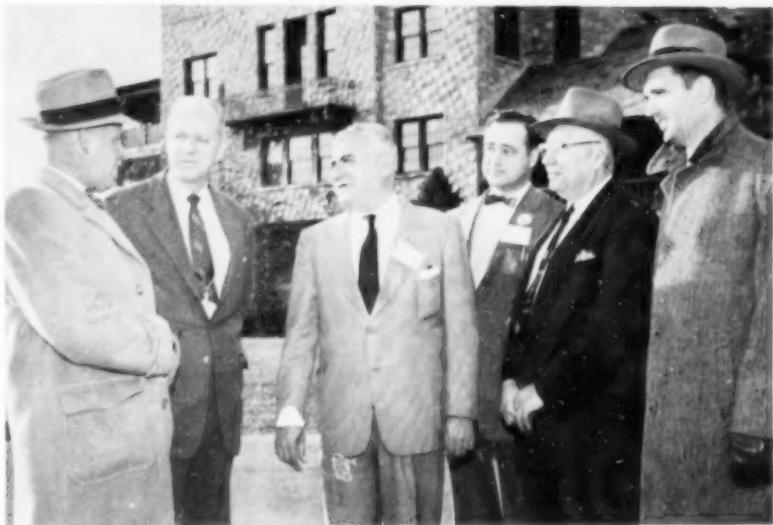


Sigma Delta Chi NEWS

No. 52

January 1957

SDX Elects Barry Bingham and Sol Taishoff 1957 Convention to Meet in Houston, Texas



A tour of the Bluegrass area following formal adjournment of the Louisville Convention finds Sigma Delta Chi's new officers visiting with W. T. Bishop, general manager of Keeneland Race Course. From left group includes: Bishop, Mason Rossiter Smith, editor and publisher, *Tribune Press*, Gouverneur, N. Y., chairman of the Executive Council; Sol Taishoff, editor and publisher, *Broadcasting-Telecasting* magazine, Washington, D. C., National President; Victor E. Bluedorn, Executive Director of SDX; Charles C. Clayton, lecturer in journalism, Southern Illinois University, Carbondale, and editor of *The QUILL*; and Don Towles, assistant promotion manager, *Courier-Journal* and *Louisville Times*, and in charge of Convention promotion and publicity.

Resolutions

Among resolutions adopted were:

That Sigma Delta Chi should increase its study of freedom of the press on college campuses, "with the object of determining in what ways responsible freedom of the press . . . is being abridged."

That a committee be appointed to study the setting up of Sigma Delta Chi chapters in other countries, "to disseminate the ideals of Sigma Delta Chi in this time of world crisis."

That the profound debt to the late Carl R. Kesler for his great sacrifices of time and effort in behalf of Sigma Delta Chi and *THE QUILL* be acknowledged.

That the fraternity recognize publicly and take full note of a decade of remarkable progress of the fraternity under the administration of Victor E. Bluedorn.

Fellows Elected

Three journalists were elected as Fellows of Sigma Delta Chi during the 47th Anniversary Convention.

They are:

Luther Huston of the Washington Bureau, the *New York Times*, and a former president of Sigma Delta Chi; Ward A. Neff, editor and publisher of the *Corn Belt Farm Dailies*, Chicago, also a former president of the fraternity; and George Thiem, capitol correspondent for the *Chicago Daily News*, Springfield, Ill. It was Thiem who uncovered the Orville Hodge scandal.

Fellows are named annually to honor the world's greatest journalists. A total of 27 men have been honored to date.

Bluedorn who recently celebrated his 10th anniversary as executive director.

The Louisville professional chapter and the undergraduate chapters at Indiana and Kentucky universities hosted the largest convention in Sigma Delta Chi's history November 28 December 1 at Louisville's Brown hotel.

The 1957 Convention will meet at the Shamrock Hotel, Houston, Texas, November 16-19.

Convention theme—based on the founding objective to raise the standards of journalism—was: "A free press—a free world."

Barry Bingham, editor-in-chief of the *Courier-Journal* and *Louisville Times*, was elected national honorary president for 1957.

Sol Taishoff, editor and publisher, *Broadcasting Telecasting*, Washington, D. C., was elected national president.

Robert Cavagnaro, general executive, the *Associated Press*, San Francisco, was elected vice president in charge of professional chapter affairs.

Edward Lindsay, editor, Lindsay-Schaub newspapers, Decatur, Illinois, was elected vice president in charge of undergraduate chapter affairs.

James A. Byron, news director, *WBAP*, *AM-TV*, Fort Worth, Texas, was elected vice president in charge of expansion.

Elected secretary for 1957 was James Pope, executive editor, *Courier-Journal*, Louisville.

Buren McCormack, business manager, Dow Jones and Company, Inc., New York City, was re-elected as treasurer.

Mason Rossiter Smith, editor and publisher, the *Tribune Press*, Gouverneur, N. Y., was automatically named Chairman, Executive Council.

Those elected to serve as executive councilors were: E. W. Scripps II, editorial staff, *San Francisco News*, San Francisco; Robert M. White II, editor, *Mexico Ledger*, Mexico, Missouri; William Ray, news director, *WMAQ* and *WNHQ*, NBC, Chicago; V. M. Newton Jr., managing editor, *Tampa Morning Tribune*, Tampa, Florida, and Frank J. Price, director, School of Journalism, Louisiana State University, Baton Rouge, Louisiana.

Victor E. Bluedorn continues as executive director of Sigma Delta Chi.

Charles C. Clayton, editor, *QUILL*, re-

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ceived the Wells Memorial Key, presented by Alvin E. Austin, Chairman, Honor Awards Committee.

The Washington, D. C., chapter was recognized as the best professional chapter. The Louisville professional chapter received the QUILL award as the chapter contributing the most toward the fraternity's magazine. Sol Taishoff made the presentations.

The Hogate professional achievement award was won by the University of Missouri undergraduate chapter for a record of 90.16 per cent of its membership over the past five years staying in the journalism profession.

The University of North Dakota undergraduate chapter received the Beckman Chapter Efficiency award for its programming, membership, finances and records, exhibits and national relations.

Awards in undergraduate journalistic competition were presented to the following:

Radio reporting: to Warren Wolfson and Ted Elbert, University of Illinois.

TV reporting: to P. J. O'Connell, Iowa State College.

Radio commentary: to Roger Fill, Jim Carrig and Wayne Willy, Northwestern University.

Radio documentary: to John Debrine and Dot Segall, Boston University.

Newspaper awards: 1st—Minnesota Daily. 2nd—Kentucky Kernel. 3rd—Michigan Journalist.

Feature division: 1st—Michigan Daily. 2nd—Daily Iowan. 3rd—Daily Iowan.

Editorial: 1st—Ohio University Post. 2nd—Daily Illini. 3rd—Michigan State News.

Sports: 1st—Daily Iowan. 2nd—Southern California Daily Trojan. 3rd—University of Washington Daily.

Pictures: Spot News Category—Bob Magee, Northwestern University. Feature pictures—Richard Lee, University of Illinois.

Non-fiction magazine: Charles Harbutt in Jubilee. Campus magazine—Tempo, University of Miami. Non-fiction writing: 1st—Ivy Tower, University of Minnesota.

A new undergraduate chapter was approved by the convention at Southern Illinois University, Carbondale, Illinois.

Don Hoover, president of Bozell & Jacobs, Inc., New York City, was re-elected a trustee of the Quill Endowment Fund.

Undergraduate representatives who served on the Executive Council during convention were Robert M. White, University of Kentucky, and James B. Lemert, University of California.

A tour of Louisville was conducted for delegates, members-at-large and their guests who arrived on Wednesday. A reception and buffet supper were held at the Brown hotel. Millard Cox, member of the Louisville professional chapter, was host.

The official opening session of the convention Thursday morning featured the presidential report of Mason Rossiter Smith. Referring to the size and potency of the fraternity, he stated that as of June 30, 1956 there were 10,857 members in good standing out of a total membership of 23,687.

Following a brief review of the activities of the fraternity's 16 committees, Smith singled out international expansion as a project worthy of attention in the years ahead.

The establishment of international



Barry Bingham, editor-in-chief, *Courier-Journal and Louisville Times*, and newly elected National Honorary President chats with Dr. Alberto Gainza Paz, editor of *La Prensa* and last year's Honorary President. Dr. Paz addressed the Convention Thursday evening.

chapters, he pointed out, might in time prove an important weapon for our side in the present struggle of the free world. He added that the fraternity has no constitutional provisions to bar such expansion. Certain obstacles, he said, do exist, nevertheless.

The fraternity's constitution requires that each chapter send a delegate to the national convention or submit to a fine. To encourage international participation, Smith suggested special constitutional provisions to include permission for an international chapter to send a review of its year's activities in lieu of sending a delegate and permission for local chapters to give certain financial assistance.

Barry Bingham and Floyd H. Edwards, president, Louisville professional chapter, extended the official welcome and greetings.

The national officers' and standing committee reports were accepted by the delegates.

The report of the Committee on Ethics and News Objectivity, chairmanned by Norman E. Isaacs, editor, the *Louisville Times*, sparked prolonged debate from the delegates.

Controversy centered around section II—Ethics, of the report, which concerned the practice of certain advertising and public relations organizations in handing out samples, gifts, travel allowances and "other inducements, all designed to influence what is disseminated by our mass communications media."

Delegates and members-at-large generally upheld the basic arguments set forth in the report. However, there was a strong feeling that the report was aimed at criticizing all advertising and public relations firms. A motion was made and accepted that the text be altered slightly to read "much of the blame . . . can be laid at the door of many American advertising and press relations firms." The report then was approved.

The convention also approved the recommendation of the Historic Sites in Journalism Committee that the late H. L. Mencken, American essayist, be honored by Sigma Delta Chi.

Following luncheon in the Hotel Brown's Roof Garden, winners of the undergraduate journalistic competition awards were announced. Alden C. Waite, Chairman, Executive Council, presided. Following this was a panel discussion on "Post Mortem on Election Coverage."

Moderator was Turner Catledge, managing editor, the *New York Times*. He stated that the press and other media did a better job this year than on the 1952 election. Citing the fact that Stevenson made many more campaign speeches than did Eisenhower, he estimated that the *New York Times* devoted approximately 60 per cent of its editorial election space to Stevenson and 40 per cent to Eisenhower.

Panelist Davidson Taylor, vice president in charge of public affairs, *NBC*, New York, said that television had matured over its 1952 efforts. However, with the birth of new electronic gadgets, he stated that the television picture was sometimes too cluttered and complicated. He also pointed to the FCC's ruling on equal air time as a major headache of the industry, and that this dilemma facing most TV stations is by no means solved.

Another panelist, Sig Mickelson, vice president in charge of news and public affairs, *CBS*, New York, said that the manpower involved in television coverage was tremendous. In future coverages, he said, television should devote more time to interviewing men who make the news rather than those who report it.

Julius Frandsen, news editor, Washington, D. C., bureau of *United Press*, felt that the wire services carried out "fair play" reporting of the election. He also cited the fact that Stevenson, because of more speeches, had more written about him than was written about Eisenhower. The panelist also

pointed out that in this age of air travel it was difficult for the wire services to follow the candidates around the country. Resulting manpower commitments were extremely heavy, he said.

The other panelist, William L. Beale, chief of the Washington, D. C., bureau of the *Associated Press*, reported that there was less complaint about poor reporting this time than in 1952. He underscored this by stating that the wire services did a far better reporting job. Discussing the subject of pre-election surveys, Beale stated that the surveys themselves constituted news stories and were carried as such over his wire service.

The reception and dinner Thursday evening was hosted by the *Courier-Journal*, the Louisville Times and WHAS, Inc. Barry Bingham presided.

Speaker at the dinner was Dr. Alberto Gainza Paz, honorary president of Sigma Delta Chi during 1956, and publisher of *La Prensa*, Buenos Aires, Argentina.

With quiet eloquence Dr. Paz proclaimed that "we are witnessing the tremendous, decisive fight between the giant state and the little free man. On the result of this fight will depend the future of humanity. Here is the tragedy of the twentieth century."

He compared progress in the twentieth century to the invention of movable type and the arrival of European man on the American continents. Man's progress in communication, transportation and atomic energy research "mark the line of advance," he said.

"But—this same man is denied his liberty—is denied freedom by other men. This incredible denial marks the line of regression and of man's defeat. . . . The genius of free man leads him forward. But the totalitarian state pushes him backward."

"There are governments in the Americas that do not deny liberty—they merely do not understand it. There are short-sighted rulers who want to reduce the mission of the press, not realizing that the press is essential to the formation of that public opinion which alone can make democracy effective," he said.

He pointed out that liberty was not mentioned when the charter of Sigma Delta Chi was drawn because it was taken for granted. But no such fraternity could be formed now without mention of liberty, he added, because "what American republic is free now from real or potential threats to the exercise of absolutely free journalism?"

He said that "even where there is free expression—and unhappily only a few countries in the western hemisphere have it—there are still ignorant people who believe that freedom is dangerous. Those who fear freedom are also freedom's enemies. The dictators raise their tragic throne on the fears of the ignorant and indecisive."

Newsmen, he said, have a fraternal feeling amounting to a brotherhood of freedom, which unites them despite frontiers and bad times.

"This brotherhood of freedom needs no formal charter. It gave birth to a magnificent institution called the Inter-American Press Association, formed six years ago and now comprising more than 500 newspapers from Canada to Argentina," he said.

Both the IAPA and Sigma Delta Chi fight for freedom of news and thus work



Members and guests attending the annual banquet heard Abbott Washburn, deputy director of the United States Information Agency.

for the good of all the Americas, he stated.

"America for the Americans" was the meaning of the Monroe Doctrine, he said. But history has taught the real battle cry is "America for Liberty."

Also following the dinner the Beckman and Hogate awards were presented to winning chapters by E. W. Scripps II.

The Friday morning forum, "A Free Press—A Free World," highlighted the over-all theme of the convention. Clark R. Mollenhoff, Washington, D. C., bureau, Des Moines Register and Tribune, Minneapolis Star and Tribune, was the moderator.

He declared that members of the press must fight for free access to the sources of information. Half freedom is no freedom and it's just a short step from limited access to full control and then to complete dictatorship, he stated.

Panelist Guy Easterly, publisher, the

LaFollette Press, LaFollette, Tennessee, said that the battle for freedom must be fought at the grass roots. The newspaper is the hired agent of the people. Without the right of access, the right to print is futile, he said.

William Arthur, managing editor, *Look* magazine, New York, another panelist, declared that freedom of the press starts with a notebook and a typewriter. He added that strangulation of the press can come about through cutting off access to news sources. The press is living in a world of Milltown and not in a world of Yorktown. He decried the apathy of newsmen in respect to the closing off of sources of information. Information is cut off when the press does not follow through on the handout system.

Other panelist was Edward Barrett, dean, Columbia school of journalism, New York. He emphasized four points to aid press access to information. First, news stories subject to foreign censorship should be clearly marked as such in the news columns. Second, reports concerning the degree of freedom of the press found in various nations should be circulated widely. Third, a committee should be set up to appraise freedom of access to information distributed by various government agencies, civilian and military. Four, Barrett urged more press conferences with prominent, influential people in government and politics.

Friday afternoon, convention goers visited the General Electric Company and later in the afternoon attended the fraternity's model initiation and service of remembrance. Floyd H. Edwards presided.

Presiding over the annual banquet that evening was Mason Rossiter Smith. Keynote speaker was Abbott Washburn, deputy director, United States Information Agency, Washington, D. C.

Washburn stated that it costs the communists over 100 million dollars to keep uncensored news from getting over the

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Enjoying the Wednesday evening reception and buffet are left to right: Buren McCormack, treasurer of *The Wall Street Journal* and treasurer of Sigma Delta Chi; Mrs. McCormack; Robert M. White II, editor of the Mexico (Mo.) *Ledger* and member of the SDX Executive Council; and Mrs. White.



Panelists discussing a "Free Press—A Free World" are left to right: William B. Arthur, managing editor, *Look* magazine; Guy Easterly, publisher of the *LaFollette* (Tenn.) *Press*; Clark R. Mollenhoff, Washington Bureau of the Des

Moines Register and Tribune and *Minneapolis Star and Tribune*; and Edward W. Barrett, dean of the Columbia University Graduate School of Journalism, New York.

Iron Curtain and still their news black-out isn't successful.

He was referring to efforts to jam Voice of America broadcasts. In spite of these efforts, the broadcasts still get through.

"It isn't always true that we reach a vast number of people with the Voice of America broadcasts. But, we reach some of them—enough," he said.

He pointed out that Polish communists have abandoned attempts to jam the air waves. One reason was that it was economically unsound. Another reason, he stated, was that jamming operations did not succeed in preventing the introduction of ideas from the West.

U.S.I.A., Washburn declared, is using its facilities to keep alive the story of riots behind the Iron Curtain "so the sacrifices these people made will not be forgotten."

Sol Taishoff, 1956 vice president in charge of professional chapter affairs, who is editor and publisher of *Broadcasting Telecasting* magazine, presided at both professional chapter meetings at the convention.

At the Thursday afternoon meeting, A. Patrick Daniels, chairman of the program committee, pointed out that two important factors were brought out as a result of the committee's survey made during the past year: Sigma Delta Chi suffered because of a lack of continuity from year to year, programwise; progress in the fraternity is hampered because of an over-all lack of coordination in the organization's affairs.

Floyd H. Edwards, president of the Louisville chapter, led a discussion on reviving "The Trading Post." Formerly, this publication was sent out regularly to chapter officers and kept them in touch with what was going on in other chapters. A motion was carried that "The Trading Post" be made a permanent project and that this be recommended to the executive council.

William Oertel, member of the program committee, proposed that the fraternity adopt this seven point program: at all times maintain dignity and a sense of journalistic prose; to promote fellowship and journalistic improvement; to

provide greater financial stability; to exert careful selection over candidates for membership; to establish a membership contact program; to take on more worthwhile projects, and to exercise extreme care in the election of chapter committee members and officers.

Other items discussed included use of newsletters and operating a speakers bureau.

The Friday morning chapter meeting began with Gene Robbins, member of the program committee, who advocated more and better Founders Days and that every chapter should celebrate Founders Day.

Robbins also advocated promotion of Sigma Delta Chi objectives by making more awards available for presentation to individual chapters.

Robbins also stated that Sigma Delta Chi was not helping the communications media. Discussions then centered around the possible use of tapes, motion pictures and panel discussion at chapter meetings as ways to stimulate and put into practice the aims and goals of the fraternity.

The problem of dues collection was also discussed.

While professional chapter meetings were under way, the undergraduates attended special sessions devoted to campus problems.

The perennial struggle between college administrations and college newspapers was detailed in a forum, "Freedom of Press on Campus," Thursday afternoon. Professor S. G. "Chris" Savage, department of journalism, Indiana University, Bloomington, Indiana, was moderator, as was Bruce Denbo, director, University of Kentucky Press, Lexington, Kentucky.

Analysts included representatives from Cornell University, University of Georgia, Northwestern University, University of Texas and University of Washington.

Van Eugene Carroll, University of Georgia, commented on editorial suppression of his campus newspaper by a politically controlled board of regents. "We can't come right out and say, 'we think racial discrimination is wrong,' because we would be censured," he said.

Savage said that there are still plenty of dragons to be fought on college campuses and plenty of people to fight them.

Denbo cautioned the group that press freedom also calls for restraint and responsibility on the part of student editors. He pointed out that conflicts between college newspapers and administrations could be more happily solved if there is courage and wisdom on the parts of both groups.

Cornell University representative, J. Kirk Sale, said that his college newspaper is "entirely free" to print what it thinks is right.

Byron Lindsey, University of Texas, said pressure brought to bear upon that school's student paper by the board of regents has "possibly intimidated future editors."

Panelist from the University of Washington, Dick Baldwin, said his college newspaper's problem in a recent "football scandal" was more one of freedom of information than freedom of the press.

Larry Scharff, Northwestern University student, described an editorial battle carried on by the Northwestern Daily Student to take the school out of the big ten football conference after losing seasons. Although Northwestern stayed in the Big Ten, he said, football staff changes and a new recruiting plan brought the school a better season this year—accomplished in part, he believed, through freedom of the press on campus.

Following the panel discussion, Professor Alvin E. Austin, University of North Dakota, Grand Forks, North Dakota, gave the keynote address to undergraduates.

The undergraduate programs were continued on Friday morning with two forums: "The professional program of an undergraduate chapter," and "Troubleshooting undergraduate chapter problems—finance, membership, national relations."

The forum on professional programming featured Professor Floyd G. Arpan, Northwestern University, Illinois, who was moderator. Panelists came from the University of North Dakota, State University of Iowa, Ohio University and North Texas State College.



A post mortem on election news coverage was featured at the Thursday noon luncheon. Taking part, left to right, are: Sig Mickelson, vice president in charge of news and public affairs, *Columbia Broadcasting Co.*; Julius Frandsen, news editor, Washington Bureau, *United Press*; Turner Catledge,

managing editor, the *New York Times*; William L. Beale, chief, Washington Bureau, *The Associated Press*; and Davidson Taylor, vice president in charge of public affairs, *National Broadcasting Co.*, New York.

The panel on "trouble-shooting" was moderated by Professor J. A. McCauley, department of journalism, University of Kentucky, Lexington, Kentucky. Panelists were from Pennsylvania State University, DePauw University, South Dakota State University, and University of Nevada.

The convention assembled in its entirety on Saturday morning for the final general business session.

Committee reports were received from: credentials, constitution and by-laws, fellows nominating, national theme, nominating and resolutions.

Following this, officers were elected and installed.

The convention was then officially adjourned and members and delegates left by buses for Lexington, Kentucky, for a tour of central Kentucky. Places visited by the group included horse farms in the area. A reception and dinner were held at the Beaumont Inn at Harrodsburg, Kentucky. The buses returned to Louisville Saturday evening.

Some of the sidelights to the convention included many informal visits between chapters attending. Informal discussion of convention topics as well as good fellowship continued each day for many hours after the formal programming was concluded.

Some of the formal get-togethers included a chapter advisors breakfast and a past-presidents breakfast, both held on Friday morning. Professor Victor Portmann of the University of Kentucky presided at the former, while Robert U. Brown, president and editor of *Editor and Publisher* magazine, New York, presided at the latter.

Joseph Luz Armijo has joined the *United Press* in Cheyenne, Wyoming. Armijo was born in Albuquerque, N. M., and is a graduate of the University of New Mexico.

Personals

About Members

Alfred Balk, reporter for the *Chicago Sun Times*, has accepted a position as writer for the J. Walter Thompson Co., Public Relations, in Chicago. A member of the Chicago Professional Chapter and former president of the Northwestern University Sigma Delta Chi chapter, Balk previously was a news writer for *WBBM-TV* in Chicago and a reporter-photographer for the Rock Island (Ill.) *Argus*.

Pfc. Alfred G. Eberle Jr. is a clerk in the 2d Armored Division's Headquarters Company, Bad Kreuznach, Germany.

A. A. (Bert) Applegate, long-time newsman and former head of the Michigan State University department of journalism, returned to the Spartan campus after a year of retirement to head the newly-formed speakers bureau. This new position correlates Mr. Applegate's extensive knowledge of Michigan communities and organizations with his desire to serve the people of the state.

He will direct this expanding M.S.U. educational and cultural service designed to provide organizations throughout the state with campus personalities who can talk interestingly and authoritatively on subjects ranging from atoms to zebras. Mr. Applegate, officials point out, was a logical choice to direct the speakers bureau because of the outstanding record he compiled during his 20 years on the Michigan State staff. He has also worked

closely for many years with Michigan newspaper people on personnel management problems.

Hugh B. Terry, president and general manager of *KLZ TV* and *KLZ Radio*, was awarded the Paul White Memorial Award at the Radio-TV News Director's Association annual convention-banquet recently in Milwaukee. Terry became the first man in the industry to receive the coveted award. Terry's selection carried the judges' recommendation that he "Made the most significant contribution to radio and TV journalism" during 1956. The citation was based on Terry's leadership in conducting an editorial protest campaign against Canon 35, a legal prohibition against the use of cameras and recording equipment in the courtrooms.

William J. Oertel, executive director of the Ohio Newspaper Association, has been named to the board of directors of Newspaper Association Managers, Inc., organization of state, regional and national newspaper association executives. Oertel was also named to the NAM's National Newspaper Week Committee for 1957. This observance will be held from October 1 to 8 next year. Oertel is current president of the Central Ohio Professional Chapter of Sigma Delta Chi and is also the state chairman for Ohio.

John Cowles, president of the Minneapolis *Star and Tribune*, has been named "Mr. Fair Play" by the mayor's commission on human relations. He received the award for his contribution toward improving inter-group relations in the Minneapolis community.



A. A. Applegate



Hugh B. Terry

Indiana Professional Chapter Installed at Indianapolis



Looking over the national charter granted to the Indiana Chapter of Sigma Delta Chi are (left to right) Eugene C. Pulliam, a founding member of the organization; Milburn P. Akers, executive editor, Chicago Sun-Times speaker, and James A. Stuart, president of the Indiana chapter. (Star Photo)

A top Chicago newspaperman told a group of Hoosier newsmen that American newspapers have been "in the forefront of the battle to keep people free."

Milburn P. Akers, executive editor of the Chicago *Sun-Times*, told the Indiana Professional Chapter of Sigma Delta Chi at its charter-granting banquet that "the function of a free press is to fight assiduously for the people's right to know."

About 75 persons attended the ceremonies in the Indianapolis Athletic Club, where a national charter was granted to the state's chapter of the national professional journalistic fraternity.

Sol Taishoff, editor and publisher of *Broadcasting and Telecasting* magazine and vice-president of SDX in charge of professional affairs, presented the charter to James A. Stuart, editor in chief of the Indianapolis *Star* and president of the Indiana chapter.

Akers described newspapers as "a private enterprise engaging in public service" and said that without freedom of the press "it is not inconceivable that all our freedoms would disappear."

Pointing to recent scandals in Illinois state government and their exposé by the Chicago *Daily News*, Akers said "the right to criticize public officials has done more than anything else to keep public officials at a high level."

Terming a free press "the best insurance" against graft in government, he condemned secret meetings as "a way of covering official crookedness."

"The moment any public body tries to effect secrecy, there is reason to believe they are guilty of skullduggery," he continued.

Akers, a newspaperman for 35 years, scoffed at politicians' charges of "a one-party press." Newspapers "go to extremes" to give candidates of all parties equal space, he declared.

Akers was named executive editor of the *Sun-Times* in 1950 after serving three years as its managing editor. He had served previously as columnist, editorial writer and managing editor of the Chicago *Sun*.

Two honored guests at the banquet were Hilton U. Brown, oldest living member of the journalistic fraternity, and Eugene C. Pulliam, publisher of the Indianapolis *Star* and Indianapolis *News*, one of the 10 men who founded the organization in 1909 at DePauw University.

Brown, the 97-year-old "grand old man" of journalism in Indiana, has been a member of SDX since 1926 when the Butler University chapter was granted a charter.

Pulliam was a student at DePauw when he banded with nine others to form the fraternity that now has 26,000 members across the nation.

The Indiana chapter will be host to the 1959 national Sigma Delta Chi convention to be held in Indianapolis.

Roger Burdrow, former managing editor of the Ogden (Utah) *Standard-Examiner*, has purchased the *Wyoming State Journal*, Lander, Wyoming, a semi-weekly. He is a graduate of the Medill School of Journalism at Northwestern and was financial editor of the Indianapolis *Times* and later the *News* before going to Ogden.

Jack Williams has been named editor of the Berlin (New Hampshire) *Reporter*, a weekly. He was formerly with *International News Service* in New York and New Orleans.

Donald J. Metcalfe has joined the *United Press* in Dallas. Metcalfe was born in Chicago, and attended Southern Methodist University.

Sigma Delta Chi NEWS

The Sigma Delta Chi NEWS is published monthly by Sigma Delta Chi, Professional Journalistic Fraternity. Contributions should be addressed to the Editor of the *Sigma Delta Chi NEWS*, 35 East Wacker Drive, Chicago 1, Illinois. Do not address it to THE QUILL. This only delays it.

January 1957

No. 52

Saving the editor's time is a big step in the direction of getting your copy into print. Like most editors, we can use stories that most closely resemble articles and news now appearing in THE QUILL and the *Sigma Delta Chi NEWS*.

The Editors

BOOKS

BY

BROTHERS

The *Sigma Delta Chi NEWS* is anxious to print notices on recent books written by members.

A vivid and engaging picture of Amish life has been presented by **Rollin C. Steinmetz**, Sunday Editor, Lancaster (Pa.) *News*, in *THE AMISH YEAR* published by Rutgers University Press. In this work he was assisted by Charles S. Rice, photographer. The two have been neighbors of the Amish all their lives, and reconstruct a typical Amish year—work on the farm, business in town, weddings, barn-raisings, games, funerals.

COMMUNICATIONS PROBLEMS AND PROGRESS, edited by Dean **John E. Drewry** of the Henry W. Grady School of Journalism, is a new University of Georgia Bulletin. The 190 page book is described in the subtitle as "Press, Radio, Television, Periodical, Public Relations, and Advertising as Seen Through Institutes and Special Occasions of the Henry W. Grady School of Journalism 1955-56. Included in the book is a speech by Victor E. Bluedorn, executive director of Sigma Delta Chi, entitled, "The Ethical Elements in Journalism."

Obituaries

MARSHALL FIELD (Chi-Pr '45), publisher and philanthropist, passed away November 8 at the age of 63. He was head of Field Enterprises, Inc., which publishes the Chicago *Sun-Times*.

DR. JOHN H. PARKER (KC-Pr '27), Director of the Malting Barley Improvement Association, Milwaukee, Wisconsin, and an authority on plant research, passed away on October 27.

VICTOR C. PLUMMER (Pur-'11), passed away in June of last year.

J. CURTIS BILLINGS (Wis '25)

Chapter Activities

CENTRAL OHIO—Inspired by an article in *THE QUILL* dealing with encouraging more youngsters to consider newspaper careers, the Central Ohio professional chapter held a panel discussion of "Journalism as a Career." Dr. James E. Pollard, Director of the School of Journalism of Ohio State University, moderated the discussion and the panel included Glenn Thompson, Executive Editor of the *Cincinnati Enquirer*, speaking from the viewpoint of the executive; Dr. George Starr Lasher, former Director of the School of Journalism of Ohio University, who represented the educators, and Marvin M. Epstein, makeup editor of the *Cincinnati Times-Star*, who spoke from the viewpoint of the employees. Chapter President William Oertel presided at the meeting. At their meeting in October the members had a lively program featuring both of the gubernatorial candidates, Republican C. William O'Neill and Democrat Michael DiSalle, in their only appearance on the same platform in that campaign.

NORTHERN CALIFORNIA—The Northern California Professional chapter has invited members of the American Society of Newspaper Editors to be guests at breakfast on Saturday, July 13 in San Francisco during its annual convention. President Al Gilbert issued the invitation and announced that Bob Cavagnaro, AP general executive is in charge of arrangements. The traditional annual SDX breakfast for the editors was inaugurated by the Washington, D. C. Professional chapter in 1951.

GREATER MIAMI—President S. Roger Wolin whipped up a debate which brought a record turnout at a recent meeting. The topic: "Resolved that TV newsmen are entitled to full freedom of the press." For the question were Ralph Renick, news director of WTVJ, and Charles (Chuck) Harrison, news chief of WKCT. They waged a capable and convincing fight in behalf of the electronic "menace" as an opponent titled the TV camera. Veteran newsmen Josh Skinner, Miami *News* assistant managing editor, and Steve Trumbull, ace staff writer of the *Miami Herald*, attacked TV's subservience to the FCC and other points. Their job was all the tougher since neither was convinced they belonged on the anti side of the debate. But they took the assignment and the round-table was enjoyed by all.

CHICAGO—Chicago Professional chapter members gathered at their October meeting to hear Alex Dreier, NBC news commentator show a film and hear of his experiences during a trip to Russia. At the speaker's table are: (left to right), Erle Ross, Chicago editor, *Steel Magazine*; Victor Bluedorn, executive director of Sigma Delta Chi; Dan McMichael, United States Steel Corporation; Sam Saren, NBC newscaster; Alex Dreier, guest speaker; Jim Brooks, Chicago Professional chapter president and public relations manager of Ekco Products Co.; Gene Schroeder, *International News Service*; Thomas C. Abbott, General Motors. The Chicago Chapter by resolution also urged the 1957 session of the Illinois State Legislature to enact "right to know laws" which would permit inspection of public records by citizens and require open meetings by state governing bodies.—**Dan McMichael**



SDX NEWS for January, 1957



NEVADA—Senatorial candidates Alan Bible and Clifton Young were guests of honor at the annual press and government dinner held October 21 in Reno by the University of Nevada undergraduate and the Nevada professional chapters. The two candidates participated in an off-the-record question and answer session attended by some 80 newsmen, undergraduates, and guests. Bible is the incumbent Democrat senator from Nevada, and Young, a Republican, is U. S. congressman. Moderator was Hank Rilling, president of the sponsoring undergraduate chapter. Members also paid farewell tribute to Robert Bennyhoff, veteran *United Press* bureau manager in Reno. Bennyhoff, former war correspondent and UP's specialist on nuclear blasts, has been named business manager of the UP bureau in Los Angeles. Formal tribute was paid him by Joseph McDonald, president of Reno Newspapers, Inc. Ed Olsen, manager of the *Associated Press* bureau in Reno, was elected president of the professional chapter for the next year, succeeding John Sanford, editor of the *Reno Evening Gazette*. Left to right: Sen. Alan Bible (Democrat); Jim Hart, president of Young Democrats at U. of N.; Hank Rilling, president of undergraduate chapter and moderator; Clifton Young, Nevada congressman (Republican) challenging Bible for Senate post; and John Sanford, president of Professional chapter and editor of *Reno Evening Gazette*.—**Robert Laxalt**

UNIVERSITY OF HOUSTON—A National Newspaper Week Dinner featuring Sigma Delta Chi Fellow Hodding Carter, presentation of the Sigma Delta Chi 1956 Award to the outstanding journalist in the area, highlighted the Second Annual Houston Chapter Journalism Assembly. Carter, editor and publisher of the *Delta Democrat-Times*, Greenville, Miss., spoke at the dinner which climaxed the first day of the assembly. He emphasized that a press free from subjection to political maneuvering is a necessity if this country is to maintain a reputation for truthful and adequate reporting. Leon Hale, agriculture editor of the *Houston Chronicle*, was named Outstanding Gulf Coast Journalist for 1956. Hodding Carter, left, Sigma Delta Chi Fellow, shakes hands with Chairman Gene Robbins after speaking at the chapter's dinner. Robbins is past president of the Texas Gulf Coast Professional chapter.—**Stone**





NORTH DAKOTA—Lawrence W. Murphy (left), University of North Dakota journalism department, congratulates Larry Spears of Grand Forks (right), UND senior, on winning the Larry Schlasinger trophy for the highest scholastic average of journalism students at UND. Prof. Alvan E. Austin (second from left), UND journalism department head, and Otis Bryant of Bismarck, N. D., charter member of the campus chapter of Sigma Delta Chi, look on. The award was made at an SDX banquet honoring Murphy during his visit to the UND campus.

TEMPLE—The coverage of the recent presidential election by Temple University's WRTI and WRTI-FM, "Election Night U.S.A.," was judged by faculty members as the "greatest ever," due in large part to the efforts of members and pledges of the Temple SDX chapter. Albert Callahan, president of the chapter, produced the six-hour show which was broadcast to the campus on AM and to the city of Philadelphia on FM. Robert Lamb, another member of the Temple chapter, who is station manager of WRTI and an honor student at the university, handled election analysis.

Ivan Shaner and Ronald Rosenberg, then pledges of the Temple chapter, acted as correlators for the coverage. They kept up a running account of the race. In all, there were 32 persons involved in the coverage. Men were stationed at the city's Republican and Democratic headquarters, while others were assigned to jobs on the States', Pennsylvania, and local desks. Lamb, along with Dr. William McKenna of the university's Department of Political Science, labored through the night telling the meaning of the vote. High points of the coverage by the student station were three major "scoops." The first came when Karl Goodstein, another member of the Temple SDX chapter, got the first interview with Philadelphia mayor Richardson Dilworth. The second came when all three networks were beaten on the concession of Pennsylvania's 32 electoral votes to the president. The station also was the first on the air with the final balloting.

Ivan Shaner, of the Temple University chapter and correlator of "Election Night U.S.A.," along with Lowell Fishman, States' desk reporter, go over late returns, while Callahan marks "score" on totals board.



MILWAUKEE—Writing at daybreak aided by an electric heater and heeding that inner urge to create . . . by listening to that inner voice crying "Money! Money! Money!" were among the "secrets" of writing novels told recently to Milwaukee Professional members. Authors Dion Henderson (left), Milwaukee AP bureau, and Bob Riordan (right), Milwaukee *Sentinel* staffer, told their fellow Milwaukeeans the inside story of how to write a book. Milwaukee professional chapter Secretary-Treasurer Dick Leonard (center), looks on. The "Last One" is predicted to do for press relations what the "Hucksters" did for advertising. "Medicine for Wildcat" is a story based on the adventures of Father Samuel Mazzuchelli, a priest.

PENN STATE—Pennsylvania newspapermen and Penn State journalism students received a firsthand account of the coverage of school segregation troubles in Kentucky from James Reneissen, *United Press* reporter in the Louisville, Ky., bureau, who was the speaker at the banquet following the Sigma Delta Chi initiation at Penn State. Left to right are Harry E. Davis, president of the Penn State chapter; Dr. James W. Markham, professor of journalism; John D. Vairo, instructor in journalism; Reneissen; and two professional initiates, John H. Biddle, editor and publisher of the Huntingdon-Mount Union *Daily News*, and Raymond Brecht, political reporter for the *Bulletin*, Philadelphia.



SDX NEWS for January, 1957

1957 SDX Awards Announcement

The Sigma Delta Chi Awards for Distinguished Service in Journalism have been awarded annually since 1932 for outstanding achievements in journalism during a calendar year and winners are usually announced in April.

The awards proper consist of bronze medallions and accompanying plaques.

NOMINATIONS

Nominations for any one of the Sigma Delta Chi Awards may be made by the author or any other party. A nomination form is required and may be secured by writing to the address below. Awards are open alike to non-members, men and women, and members of Sigma Delta Chi.

February 1, 1957 is the deadline for nominations. Nominations postmarked on that date will be accepted. Mail or express entries to: Victor E. Bluedorn, Director, Sigma Delta Chi Awards in Journalism, Suite 856, 35 East Wacker Drive, Chicago 1, Illinois.

EXHIBITS

All awards, except those for public service, are offered to individuals for specific work done by Americans during the calendar year 1956.

Each nomination must be accompanied by an exhibit and complete nomination form, filled out by typewriter or print.

Exhibits in press categories should be in scrapbook form, *measuring not larger than 15 inches by 20 inches*, and should include clippings. Radio and television reporting exhibits should consist of recordings, tapes, or film and a typewritten summary. Radio or television newswriting exhibits are limited to typescripts. Radio public service exhibits should consist of recordings (no tapes) with a typewritten summary. Television public service exhibits should include film (if available) and a typewritten summary. Research exhibit should consist of manuscript or printed book.

A brief biography of individuals nominated *MUST* accompany all nominations.

A nomination intended for more than one category requires an exhibit for each category.

Each nomination must be clearly marked to show category in which it is entered. Several nominations may be sent in one package, but each should be identified and accompanied by separate nomination form.

All nominations will be acknowledged. Exhibits cannot be returned except upon written request at the time entry is submitted. Such material will be returned to sender by express collect unless other arrangements have been made. All prize-winning exhibits become the property of Sigma Delta Chi.

JUDGING

The material submitted for consideration for the awards will be judged by a jury of veteran and distinguished journalists. All decisions will be final. Any award may be withheld in case the judges decide that none of the material submitted is worthy of special recognition.

Awards Categories

PRESS (General)

1. General Reporting: For a distinguished example of a reporter's work, either a single story, or a series on a related subject, published during the year, the test being readability, accuracy and completeness, interest, enterprise and resourcefulness of the reporter in overcoming obstacles.

2. Editorial Writing: For a distinguished example of an editor's work, either a single editorial or a series relating to the same subject, published during the year; editorials by any one writer being limited to three, a series on a single topic counting as one entry.

3. Washington Correspondence: For a distinguished example of a Washington, D. C. correspondent's work, either a single article or dispatch, or a series of articles on the same or related subject matter, published during the year.

4. Foreign Correspondence: For a distinguished example of a foreign correspondent's work, either a single dispatch or a series related to the same subject matter, published during the year.

5. News Picture: For an outstanding example of a news photographer's work, either a single picture, or sequence or series of pictures, published during the year; photographs by any one person being limited to six, a series on a single topic counting as one entry.

6. Editorial Cartoon: For a distinguished example of a cartoonist's work, a single cartoon published during the year, the determining qualities being craftsmanship, interest, forcefulness and general worth; cartoons by any one person being limited to six.

PRESS (Newspapers)

7. Public Service in Newspaper Journalism: For an outstanding public service rendered by a newspaper in which exceptional courage or initiative is displayed in face of opposition from antisocial forces, political, or other discouraging or hampering forces. Nominations are to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the newspaper in its undertaking and the results obtained.

PRESS (Magazines)

8. Magazine Reporting: For a distinguished example of current events reporting by a magazine writer, either a single article or series related to the same subject, published in a magazine of general circulation during the year.

9. Public Service in Magazine Journalism: For an exceptionally noteworthy example of public service rendered editorially or pictorially by a magazine of general circulation, special consideration being given to leadership or service achieved in the face of antisocial, political or other hampering forces, other tests being extent of good accomplished, enterprise, initiative, and effectiveness of presentation through pictures, articles, editorials and other graphic means; nominations being accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the magazine in its undertaking and the results obtained.

RADIO OR TELEVISION

10. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

RADIO

11. Radio Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio during the year; exhibits consisting of a typewritten summary and recordings or tapes, not exceeding fifteen minutes running time.

12. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of disc recordings (no tapes) and a typewritten summary mentioning running time of exhibit, not to exceed fifteen minutes.

TELEVISION

13. Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by television during the year; exhibits consisting of typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

14. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

RESEARCH

15. Research About Journalism: For an outstanding investigative study about some phase of journalism based upon original research, either published or unpublished, and completed during the year.

Franklin Awards To Writers And Magazines

(Continued from page 16)

World's Great Religions," which ran during the year and was capped by the Christianity issue in December.

The fiction award went to John D. MacDonald for "The Bear Trap" in *Cosmopolitan*.

THREE were six Benjamin Franklin citations, two for short fiction. The *Saturday Review* received one in the public service class for flying to this country for surgery some Japanese girls who had been bomb victims, and for three related articles on this humanitarian project.

A citation was given to Joseph Alspop in the original reporting class for his "A Man in a Mirror" in *The New Yorker*. N. J. Berrill was cited for "The Menace of Radiation" in *The Atlantic*, in the science or health category. "The Case of Roger Touhy," by Milton Mayer in *The Reporter*, received a citation in the competition "depicting a person, living or dead."

The short stories cited were "The Story of a Winter Night," by Elizabeth Bacon Rosewald in *The Ladies' Home Journal*, and Robie Macauley's "The Chevigny Man," in the *Kenyon Review*.

Martin, who lives in Highland Park, a North Shore suburb of Chicago, is a free lancer who has won a well-merited working relationship with *Saturday Evening Post*, which has printed much of his journalistic work. But, though his time and working routine are his own, his pace and tension are grinding enough to have sent him to a hospital with ulcers.

He is seldom without a cigarette on which he draws with intentness that does not show in his other actions. With the thousands of people he has interviewed to produce a bushel basket full of notes for each article, he is relaxed and a good listener.

The method he enjoys most is mixing in with the cast of a developing yarn, while its possibilities are not yet clear. He spent weeks at an Illinois General Assembly session, following the maneuvers of the members in committee meetings and chinning with them at meals. From his experiences he wrote a graphic story of lawmaking salted with characterizations and quotations.

One-Man Radio-TV Sports Staff Has Full Schedule

(Continued from page 8)

tion, my first bit of planning consists of going through the files and pulling 8 x 10 glossies to augment wire copy, and also to run some films in the film editing room to check its timing and continuity.

With a break to put my 6 p.m. radio show on the air, and time out for dinner with my family, I am ready to go on camera for the 7:10 show.

Then another break, and back to work on the 11:10 p.m. sports show on television. This show usually consists of four minutes of late sports copy, local and national, and then an interview or a visual feature of some kind, such as explaining football plays, baseball maneuvers or some sports rule.

FRIDAY and Saturday nights during the football and basketball seasons, I am usually busy with a play-by-play broadcast on radio from somewhere around the state. Some time during the week I must find time to plan for these play-by-play airings; gathering together game information and player rosters and going over commercials, and getting permission from the proper authorities to broadcast the events.

Then there are the "little details" such as covering football practices so that you may pick up bits of stories, buying trophies for Little League football that WIMA is sponsoring, and attending sports banquets and other gatherings.

At the same time, I keep one eye on the local and area newspapers to make sure that I didn't miss any stories, and also for ideas on feature stories for radio and interviews for television.

This is my job as the "one man sports staff" of WIMA Television and Radio in Lima, Ohio. When I came to work for the operation four years ago, my boss told me, "the station likes sports."

After four years, I found this was an understatement!

CLASSIFIED ADVERTISING

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Auto Maker Sees Rising Interest In Compact Car



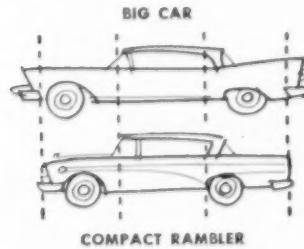
HERE AT AMERICAN MOTORS we are discovering that a growing number of Americans are seeking something different in motor car design. More than 70 per cent of our company's automobile sales are going to a different kind of car—the Rambler—and our Rambler sales keep increasing.

What are the reasons for this Rambler trend?

The first reason is that while U. S. cars are the best values in the world, they are very much alike. The exception is Rambler, the only U. S. car that has departed from the familiar concept.

A NEW AND BETTER CHOICE IN CARS

A new, better way to build automobiles now gives the motorist a new and better choice in cars—in fact, an entirely new dimension in cars—the compact Rambler. It is the first and only car to combine the room and comfort of far bigger, costlier cars, with the handling ease and economy of small imported cars.

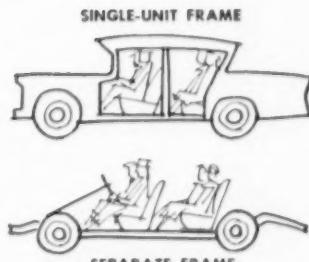


Because of exclusive single-unit construction, Rambler provides the unique combination of the best features of the big car and the small car. This is the new, better way to build an automobile—with body and frame one all-welded unit, instead of the out-dated method of bolting a body on top of a separate frame.

GIANT NEW '57 CARS CREATE PARKING, COST, HANDLING HEADACHES

GEORGE ROMNEY, President, American Motors: In recent weeks the new 1957 automobile models have been announced. Almost without exception, each has made the same boast: "longer, wider, lower, heavier, more powerful."

While most 1957 cars are heavier and bulkier outside, there has been no comparable increase in ease of entry, passenger convenience and roominess. As more metal has been added on the outside, these cars have outgrown parking spaces, traffic lanes and owners' garages.



When will the rest of the industry adopt single-unit car construction?

The change is coming but it will take several years. It's a big job that can't be done overnight. The work and cost of converting production facilities to the new method is staggering. When costs were much lower than today, it cost American Motors \$40 million. For the "Big Three" to change over, the estimated cost runs into billions.

THE CAR OF THE FUTURE

It is predicted by a national business publication that one of the leading "Big Three" highest-priced cars will adopt single-unit construction for 1958 models. Others will follow.

What does it mean to you?

Simply this: If you buy a 1957 car today with old-type bolted body and frame, the chances are that when you are ready to trade again in two, three or four years, it will be obsolete, and therefore worth less in trade for a new model than if you bought a car today with single-unit construction.

COMPARE RAMBLER WITH ANY CAR AT ANY PRICE

If you will look at a Rambler and compare it with other cars, I think you will find that Rambler combines these advantages as no other car does.

Dependability—All-welded single-unit construction will take greater punishment and remain like new, free of rattles and squeaks, longer than any other construction known.

Room for six 6-footers—Single-unit construction gives you room inside where

it can be used, not just bulk outside where it can only be looked at.

Smartest style—Why settle for a car that's similar to six million others when for less money you can buy a distinctively smarter Rambler?

First in economy—Rambler costs least to own and operate and depreciates less than any other low-priced car.

32.09 MILES PER GALLON

The Rambler 6 with overdrive set the official NASCAR coast-to-coast economy record: Less than 1c a mile for gasoline.

HIGHEST TRADE-IN VALUE

Both national authorities on the value of used cars, the Red Book National Market Reports and N.A.D.A. Official Used Car Guide, report that Rambler has best resale value in the low price field.

Better performance—V-8 or 61 Rambler single-unit construction eliminates the drag of dead weight to give a better power-to-weight ratio.

Superior riding comfort—Single-unit construction is stronger up front where other cars are weakest, so Rambler can use longer coil springs that absorb bumps better than short, stiff springs.

Easiest handling—Free of bulging bulk, Rambler turns sharper, steers easier than any other American sedan.

Convenience—A survey of multi-car families owning Ramblers and bigger cars showed four out of five drive the Rambler most. This is because Rambler is more convenient, handier, more fun to drive.

Twice as safe—Rambler extends big, steel box-girders almost to the grille and up to fender level. The entire passenger compartment is surrounded by a "safety cage" of these rugged, steel box-girders.

Go to your Hudson dealer or your Nash dealer and drive a new Rambler. And, if you like surprises, put a Rambler and a high-priced car to the acid test of a "rough road" comparison. I think you will not only be surprised, I think you will choose Rambler as the better buy.



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